Simplicity

THE FASHION MAGAZINE FOR WOMEN WHO SEW

PORTFOLIO OF SIMPLE-TO-MAKE FASHIONS

1953 SPRING PATTERN BOOK

35c

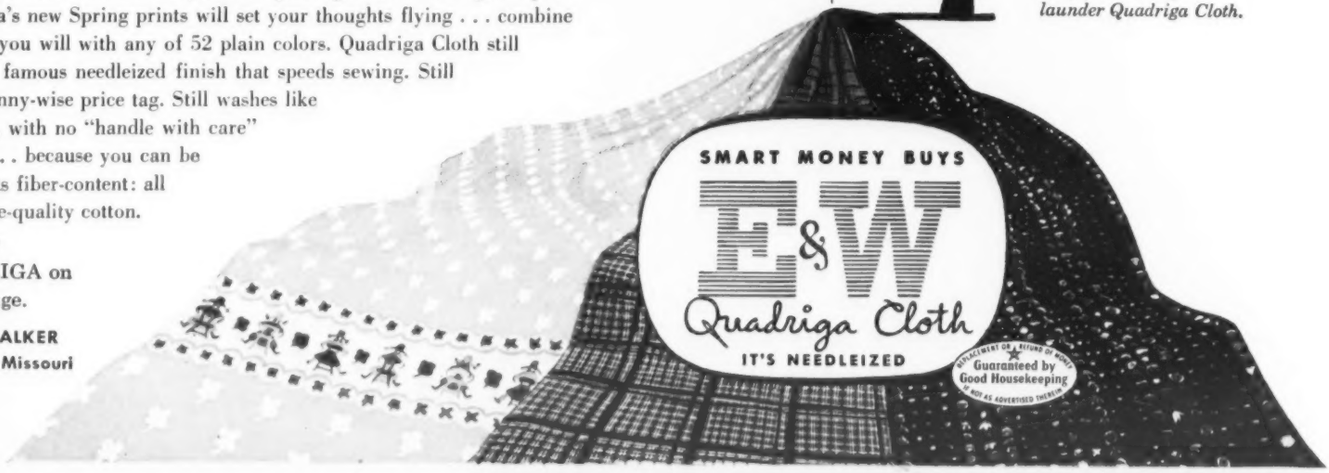
Ever Since . . . Kindergarten

. . . when your mother sent you off in spanking-new made-of-Quadriga school clothes, this wonderful cotton fabric has been faithfully yours. Now, you're sewing your own . . . and you and Quadriga can make a great pair. Quadriga's new Spring prints will set your thoughts flying . . . combine them as you will with any of 52 plain colors. Quadriga Cloth still has that famous needleized finish that speeds sewing. Still has a penny-wise price tag. Still washes like a dream, with no "handle with care" bother . . . because you can be sure of its fiber-content: all pure, fine-quality cotton.

Look for QUADRIGA on the selvage.

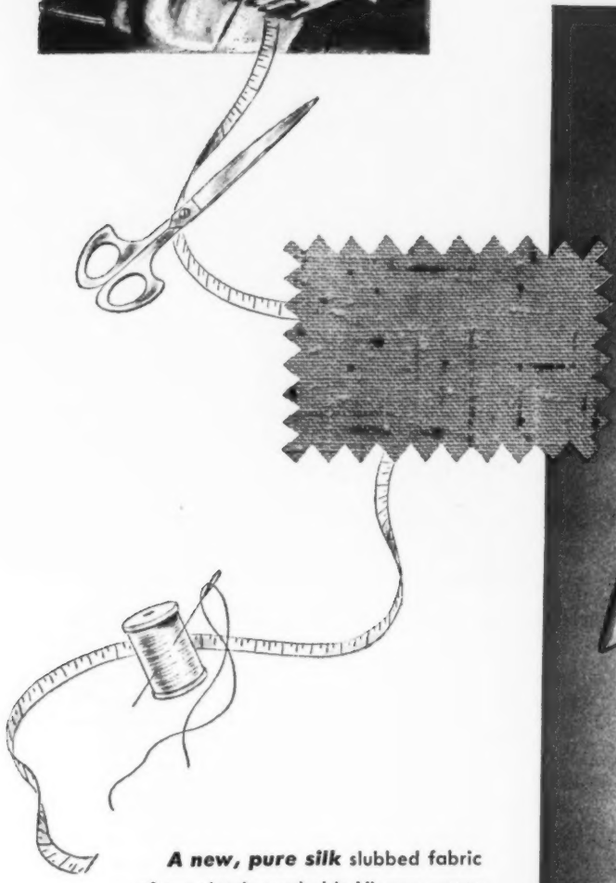
ELY & WALKER
St. Louis, Missouri

You don't have to worry about the fibre content of the fabric when you launder Quadriga Cloth.



SEW WITH A GLOW

Lankenau's MULTITONE



Simplicity pattern No. 4153
Lankenau's Multitone comes in many color-dramatic backgrounds with pastel silk slubs; white backgrounds with black or navy slubs; white backgrounds with gold and brown silk slubs; color backgrounds with complementary color slub combinations.

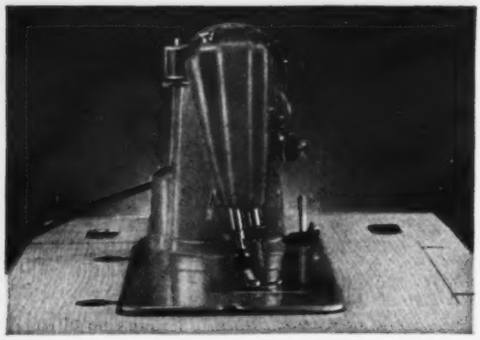
A new, pure silk slubbed fabric of completely washable Viscose rayon for your own or your family's Spring sports or afternoon wardrobe. Lankenau's Multitone has that million-dollar look for so little . . . it's crease-resistant and beautifully textured.

WE WEAR WELL

Lankenau CO., INC. • 1450 BROADWAY • NEW YORK 18, N. Y.

Get a new slant on sewing with

The Amazing New Slant-needle SINGER



The only home sewing machine with a "slant" needle for easier stitching . . . better vision!

Here is one of the most exciting sewing developments in 100 years. The amazing new model in the famous SINGER family.

The needle slants *toward* you instead of being straight up and down.

Makes it easier to see exactly where you're going; easier to "feed" and guide all types of fabric smoothly, perfectly.

Only SINGER—maker of the leading straight-needle and swing-needle (zig-zag) machines—brings you the exclusive patented *slant-needle* machine.

New eye-rest design in traditional black or soft beige. Almost all moving parts concealed. A magnificent new model in the already world-famous line of SINGER* *Sewing Machines.*

The only machine that's a cabinet and a portable model all in one!

Now, for the first time, a full-sized, full-fledged cabinet machine—that you can use as a portable, too!

The slant-needle SINGER has a carrying handle concealed in the top. You can lift the machine out of the cabinet, carry it anywhere. Base of machine is fully enclosed, completely sealed.

Made of die-cast aluminum for light weight plus sturdiness. Designed to give you a new slant on sewing. Built to give you SINGER lifetime dependability.

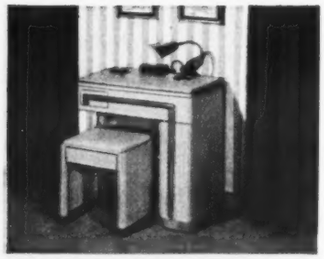
The only machine with all these other smooth-sewing features!

Wide-range speed control. Makes it easier to sew slower—or faster—than on any other machine!
Starts at a touch; leaves both hands free.
Both knee and foot control. An exclusive!
Seam-width guides on the throat plate.
Drop feed for darning, decorative stitching.
Flexible spool pins; won't snap or break.
- **Simplified threading;** quickest, easiest ever!
- **Automatic bobbin winder.**
- **Sews forward or back** at flick of a lever.
- **Easy stitch-regulator** from fine to basting.

Available in unique new-design Spinet Cabinet — and other styles!

New Spinet Cabinet— designed for the slant-needle SINGER. Beautiful in modern or period rooms.

Spinet—open. Note angle of the leaf and of the machine itself. Designed so you can sit more comfortably, see more clearly.



Blond Modern Desk—one of many popular cabinets in which the new model and other SINGERs are available.

See it—try it—at your nearest SINGER SEWING CENTER.

***Don't be misled.** SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE COMPANY.

There are more than 1200 SINGER SEWING CENTERS coast to coast . . . and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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So many...So beautiful...

Skinner Prints for Spring

Whatever your taste, whatever the occasion, you will find exactly the right pattern and color combination in a Skinner print—and just the fabric you want, too. Shown here are new designs in Acetate Surah and Rayon Crepe. Skinner prints are also available in Silk Crepe...Silk Surah...Silk Shantung and hand washable Skinner Truhu® Silk. Choose with confidence...Skinner has been for generations the signature of finest quality...the assurance of value to women who sew.

"Look for the Name in the Selvage" Skinner PRINTS

Available at fine stores everywhere or write WILLIAM SKINNER & SONS, NEW YORK 3, N. Y. • Weavers of famous Skinner Satin since 1848

MR. JOHN HAT

New Spring Profile
In Pinstripe Jersey

A turtle-neck sheath dress
and bolero in pinstripe Sag-No-Mor
worsted-wool jersey by Wyner
make a bright and brisk outfit.
This red and white is
one of many smart color teams
coordinated with daring new weaves
in shape-retaining Sag-No-Mor,
"Jersey at its Best",
fashion at its newest.

Ask fabric salesman for tearsheet,
"How to Handle Sag-No-Mor Professionally",
from booklet at end of bolt,
or write for it, mentioning
city nearest you, enclosing
a self-addressed envelope.

SAG-NO-MOR®

worsted-wool jersey
by Wyner

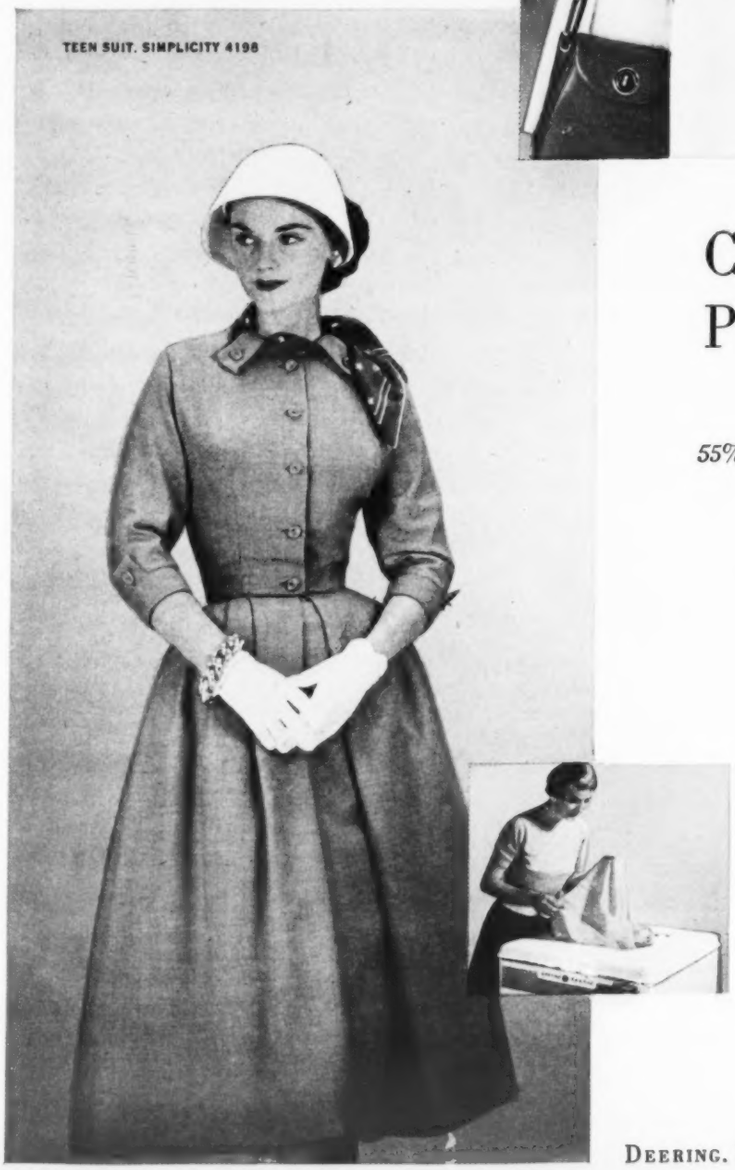
Simplicity Pattern 4189

DEPT. S WYNER FABRICS LTD. 1441 BROADWAY NEW YORK 18

Million-dollar look
and
perfect washability

JUNIOR SEPARATES, SIMPLICITY 4173

MISSES DRESS, SIMPLICITY 4124


TEEN SUIT, SIMPLICITY 4198

Coronation White and Practical Pastels in

55% ORLON — 45% Wool*

LORETTE®

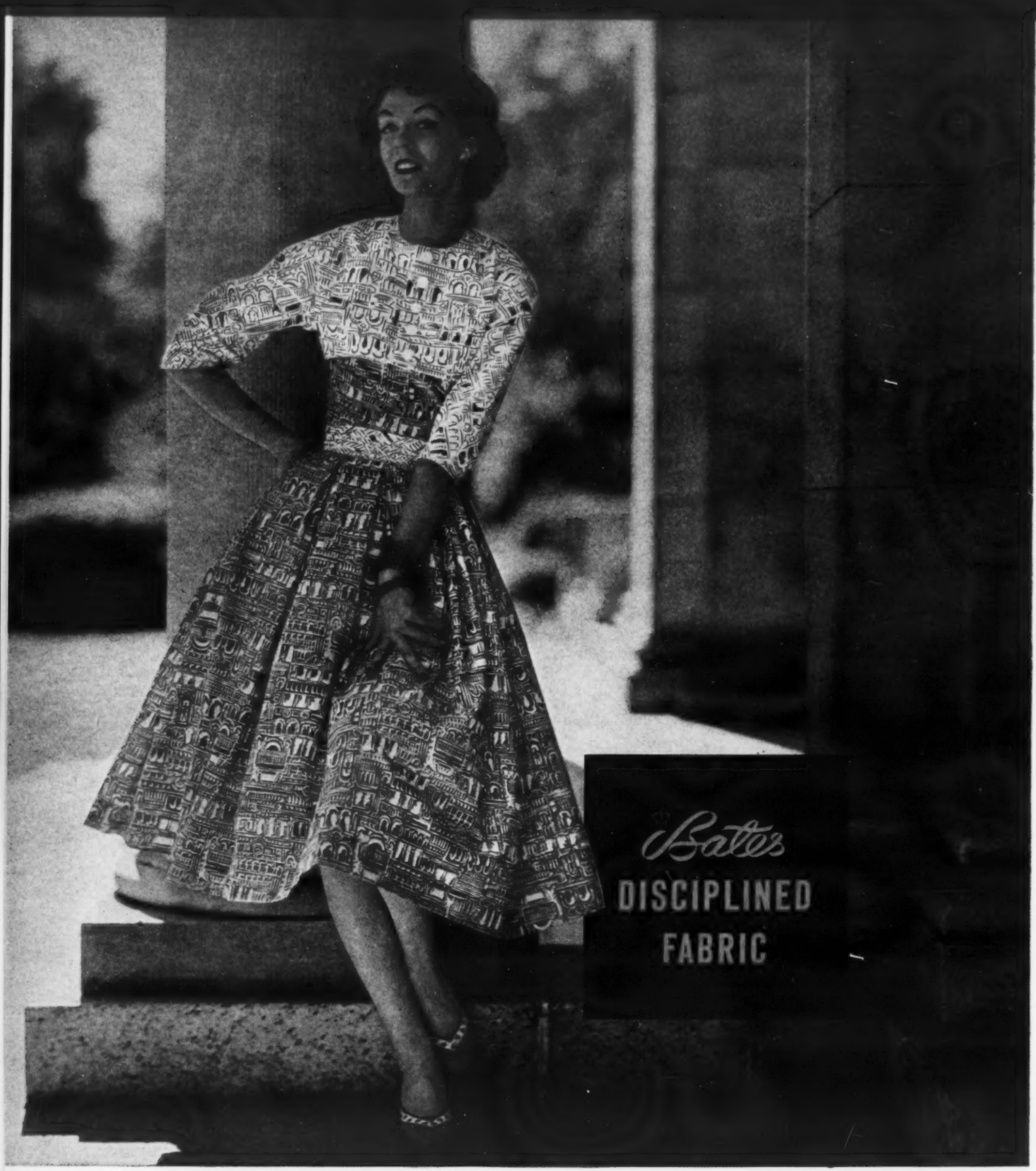
by Milliken

THERE'S NO OTHER FABRIC LIKE IT . . . because it's Milliken's unsurpassed Orlon-wool blend! Cut it into the most startling of casual fashions—it'll hold all your tailoring tricks—always look fresh! And the more you wash it, the more you'll love it—it comes out of the tub even softer and lovelier, with pleats and shape intact! Sew it now for yourself and the children in Spring colors, patterns and textures. By the yard at better stores.

P. S. *Be sure to use washable, shrink-proof, fast-color thread, tape and other findings in making up LORETTE*

**DuPont's acrylic fiber*

DEERING, MILLIKEN & CO., INC., 1407 BROADWAY, NEW YORK 18, N. Y.



Bates gives you the workless wonder: the first fine cotton made to behave. It releases creases . . . stays fresh and clean much longer . . . gives you more wearings between washings . . . washes easily, dries fast, never needs starch, irons smooth with one stroke . . . is colorfast, shrinkage-controlled. And all its beautiful benefits are for the life of the fabric. Bates Fabrics, Inc., 80 Worth Street, New York 13.

Just hang it up! *The newest print is the duplicate Disciplined print . . . same pattern, exactly reversed colors . . . coordinated here in separates. Cost to make from Simplicity Pattern 3863, about 9.00. The fabric by-the-yard at fine stores everywhere.*

this year it's the ladylike look... and always...

LA MODE *buttons!*

Four new-season ideas, each of which achieves a fresh fashion viewpoint with bright button strategy.

THE FITTED COSTUME COAT. All Edwardian elegance with its high-curved collarless neckline and double row of small octagonal buttons by La Mode.

THE CADET SUIT. Slim and trim, defined by stark black braid. The all-important button accent . . . La Mode's scalloped design touched with gold.

THE BELTED CABANA SHIRT. The unexpected fillip that takes it out of the casual class . . . La Mode's jewel-toned crystal button ringed in rhinestones on pockets and front.

THE GENTLE GILET — stark white against citified cotton, with La Mode's pearl centered buttons of spring-toned plastic on gilet and dress to create the ensemble look.

See the whole sparkling new La Mode collection for Spring and Summer before you start to sew. Because now, as never before, La Mode buttons *make* the fashions you make. Ask for La Mode—at your favorite department store or write for name of store nearest you.

La Mode

FOR EVERY FASHION...IN EVERY PRICE RANGE

BUTTONS

Since 1877

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

B. Blumenthal & Co., Inc., 1372 Broadway, New York 18, N. Y.
Also creators of famous Le Chic fashion buttons

EXCLUSIVE NEW EVERGLAZE® COTTON WITH **COLOR YOU CAN FEEL!**

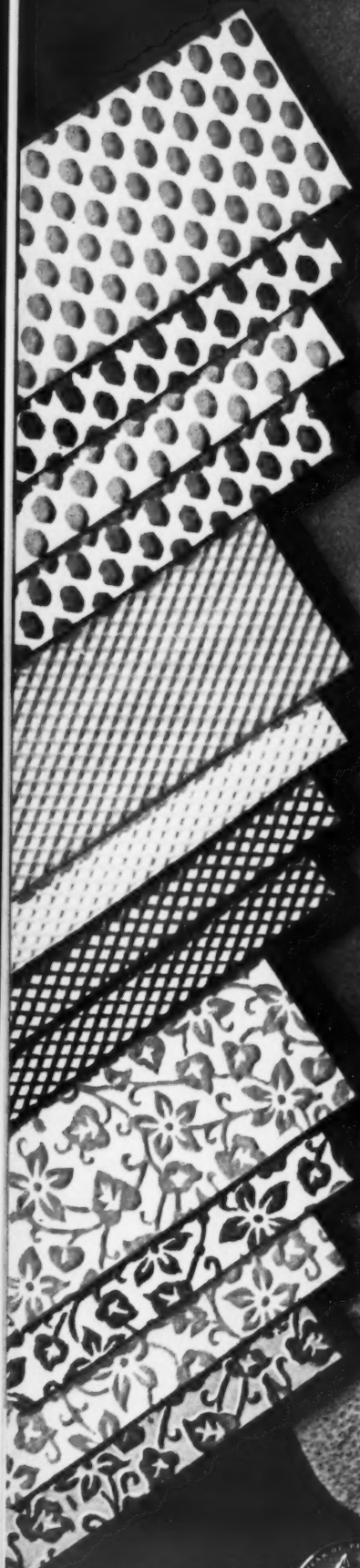
Revelaise™

THE MIRACLE "EVERGLAZE" COTTON FABRIC!

You must touch it to believe it . . . three-dimensional REVELAISE . . . with color applied miraculously to the *raised* portions of the design. Here is color-embossing in the tradition of the great couture fabrics of France . . . color-embossing *new* to America, and *exclusively* yours in distinctive REVELAISE cottons! REVELAISE is a durably crisp, washable "EVERGLAZE" cotton. Quick drying . . . wrinkle, stretch and soil resistant . . . residual shrinkage less than 2%. Popularly priced at leading department stores through the United States and Canada.

Bonafab DISTINCTIVE FABRICS

A Division of M. LOWENSTEIN & SONS, INC., New York 13, N. Y.



Available in many other colors

Revelaise Mechanical and Process Patents and Pattern Design Registrations Applied For

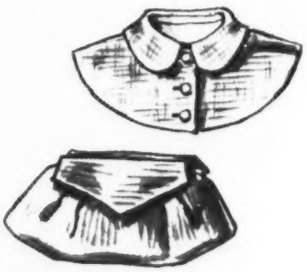
LOWENSTEIN FABRICS

Custom Made Accessories

Complete your Spring ensemble . . . make smart accessories to complement each new garment.

Striped denim makes into a handsome hat and matching purse. The hat has just two pattern pieces. As a closing for our clutch purse we used a Facile-Spring-Fastener. Hat and purse: 4195, Sm., Med., Lg., 35c.

A double-faced collar in polka dot linen . . . wear over a jeweled neckline. The Facile-Spring-Fastener used for purse closing is available in several lengths. Collar and purse: 4195, Sm., Med., Lg., 35c.



A perfect fill-in dickey for scooped necklines, styled in corduroy. The matching purse has a false lap on each side. All accessories used in this column included in pattern 4195, Sm., Med., Lg., 35c.

Juilliard®

woolens

Lightly nubbed Juilliard BOUCLADA and soft-touch Juilliard FLANNEL . . . two superb textures from Juilliard's exciting Spring collection . . . artfully contrasted in this ensemble seamed from Simplicity patterns. By-the-yard and ready-to-sew at a better store near you. For its name, write A. D. Juilliard & Co., Inc., 40 West 40th Street, New York.

SIMPLICITY PATTERNS
Jacket, #4176 — Skirt, #3983

Look for this label

Juilliard
REG. U.S. PAT. OFF.
100% WOOL

...because "fine fabrics are the foundation of fashion"®

HAT, A JOHN FREDERICS CHARMER

So easy to make with Simplicity

• Maybe you've hesitated to make that new dress of one of the 'miracle' fabrics... Orlon, Dacron, Acrilan, or one of the new fabrics partly of man-made fibers and partly of natural fibers. Or, maybe you've hesitated to make a new coat of the soft Orlon Fleece... because you weren't sure just how it would handle... or how to take care of it. These coats, in white and beautiful pastel colors, have been difficult to keep clean. But go right ahead. Bendix Tumble-Action Washers and Dryers will keep these clothes fresh and bright as the day you pulled the last basting thread. And... the new Simplicity Patterns cut just as perfectly, drape just as beautifully in the man-made fabrics as any others.

SIMPLICITY #4143

So easy to care for with BENDIX

automatic

WASHERS • DRYERS

• Have all the 'miracle' fabric clothes you want without worry about upkeep. The Bendix Washer with its patented Tumble-Action is the only automatic washing method proved safe for these new fabrics. What a time and work saver it is!

• Because they are practically dry when taken from your Bendix Washer, the lighter weight 'miracle' fabrics are immediately ready for any desired touch-up pressing.

• You'll love a Bendix Dryer, too. When laundered in the Bendix Tumble-Action Washer and Dryer, the Orlon Fleece coats look even better than when hand washed and drip dryed... and is dryed, ready to wear in minutes instead of hours.

Ask your Bendix dealer about the Bendix "Perfect Pair" for washing and drying today's new 'miracle' fabrics.

BENDIX
automatic
WASHERS • DRYERS

BENDIX HOME APPLIANCES Div. AVCO Manufacturing Corp., South Bend, Indiana

Fit for a Queen...

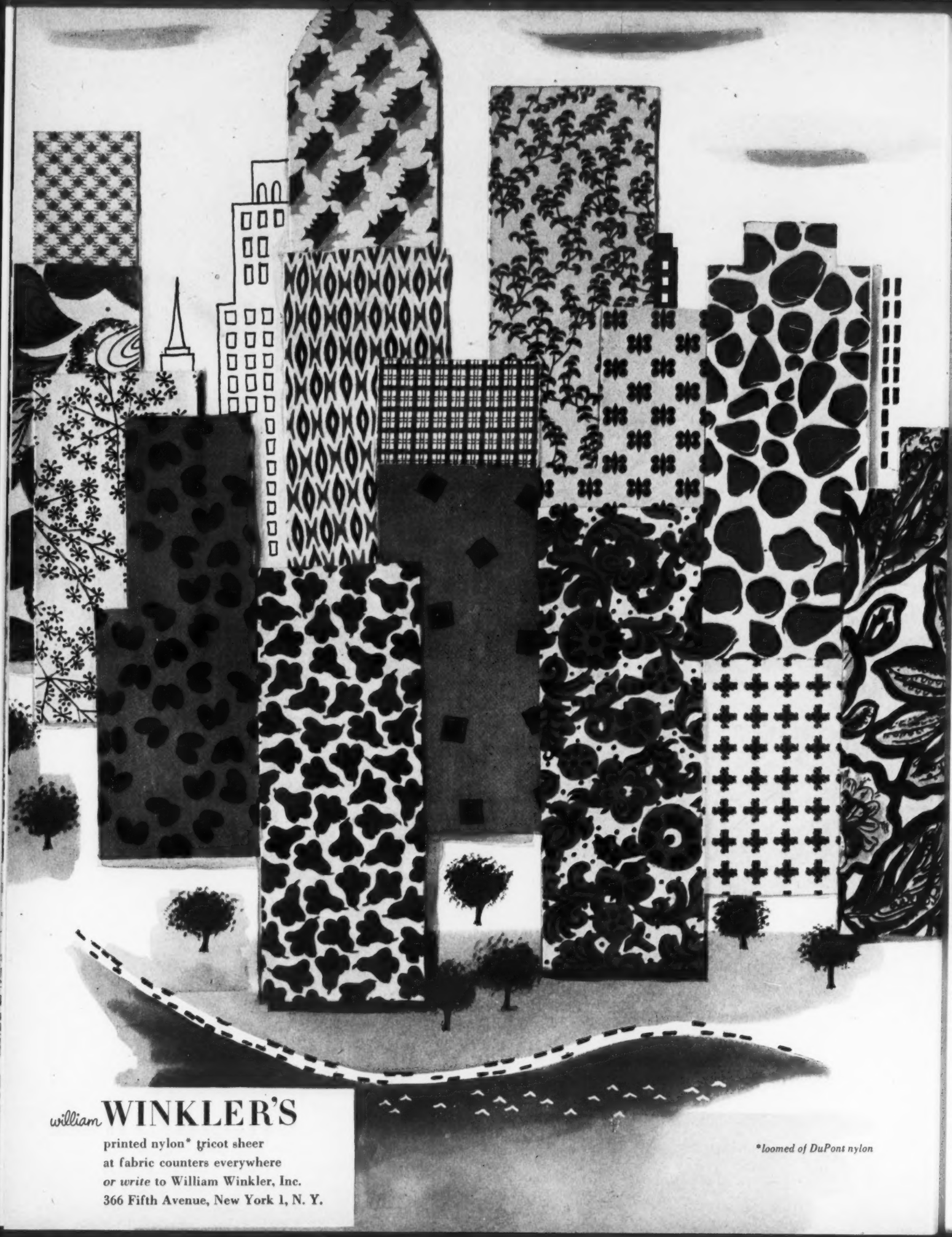
Fits every Pocketbook

SEW AND SAVE WITH FRUIT OF THE LOOM QUALITY FABRICS... *Superbly Designed... Sincerely Guaranteed... Sensibly Priced*

FRUIT OF THE LOOM

Partners in thrift with home sewers for more than a century

40 WORTH STREET • NEW YORK • 1450 BROADWAY



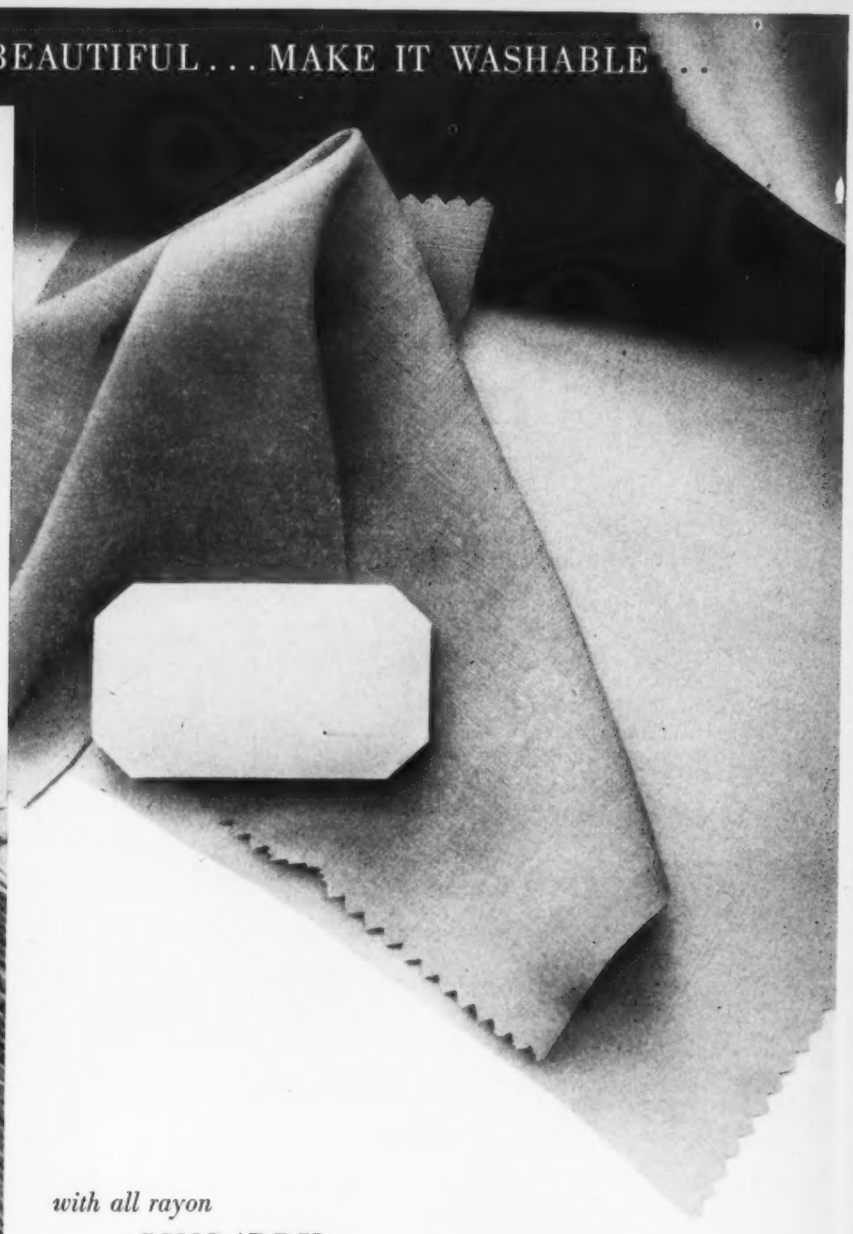
william WINKLER'S

printed nylon* tricot sheer
at fabric counters everywhere
or write to William Winkler, Inc.
366 Fifth Avenue, New York 1, N. Y.

**loomed of DuPont nylon*

MAKE IT EASY . . . MAKE IT BEAUTIFUL . . . MAKE IT WASHABLE . . .

SIMPLICITY PATTERN #4220



with all rayon

LINGARRY,

an exclusive Burlington

WASHBASKET FABRIC

with new Burmiglaze Finish

Here's news! Washbasket Fabrics can be tossed in the tub, thrown in the washing machine, and they will keep their color and texture —will look the same as the day you bought them. And remember—they've been *tested* and *approved* for laundering in the Westinghouse Laundromat. They're unconditionally guaranteed washable.

Yes, fashion news with a practical twist . . . Lingarry is an exquisite Rayon fabric woven to look like linen, with the expensive "polished look" you'll be hearing about this Spring. Burlington's special *Burmiglaze* process gives this exciting fabric a glazed finish like the luxurious imported fabrics you've seen.

Be sure to ask for Burlington's Lingarry Fabric—it's as practical as it is pretty! At yard goods counters everywhere.

LOOK FOR THIS TAG

YARD GOODS DIVISION

Burlington

Burlington Mills

"Woven into the Life of America"

BURMI-GLAZE, LINGARRY, WASHBASKET ARE TRADEMARKS OF BURLINGTON MILLS CORPORATION

HAT BY MR. JOHN

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

You can make so many things for so little!

SPRINGMAID

Spring Knight

SANFORIZED BROADCLOTH

It's the fabric of so many uses . . . you'll be amazed! SPRING KNIGHT is SANFORIZED so that *cut size is fitted* size. In 29 spring-gay, summer-cool colors.

THE **Springs Cotton Mills,** Lancaster, S. C.

about 59¢ at top Stores everywhere

29 washable see-worthy colors

		LILAC
		STEEL GREY
MINT	CHINESE BLUE	BEIGE
AQUA	CHARTREUSE	DEEP SEA BLUE
PINK	LIGHT BLUE	MAIZE
NAVY	SKIPPER	LEMON PEEL
ORANGE SPICE	CITRON	WHITE
VIOLET	CORAL	KELLY
BROWN	BLACK	CARAMEL
SUNSET PINK	RED	CARNATION
FOREST GREEN	COPEN	CHARCOAL

SPRINGMAID® SPRING KNIGHT®

Guaranteed by Good Housekeeping

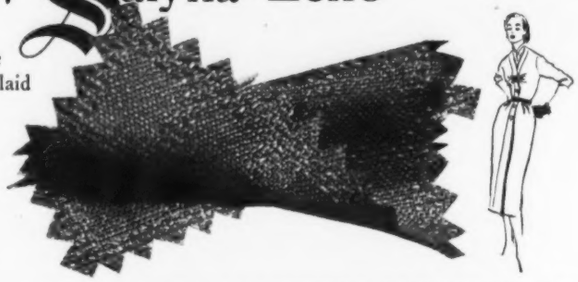
SPRINGMAID SPRING KNIGHT broadcloth is also available in a wide range of exciting original prints.

look what's happened to wonderful, washable

See what will happen to *your* Spring-and-Summer wardrobe when you sew famous Salyna in new weaves! New textures! New patterns! New colors! All completely coordinated for mixing-and-matching

New Salyna-Leno

Subtle, monotone shadow-plaid weave!

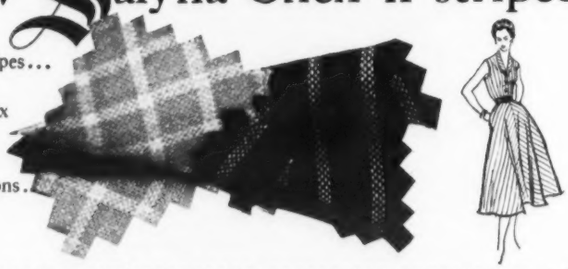


New Salyna-Soie

With pure silk slubs for the glamour touch!

New Salyna Chex 'n' stripes

Fashion-spaced stripes... bold and shadow-box checks in smart combinations.



Original Salyna Itself

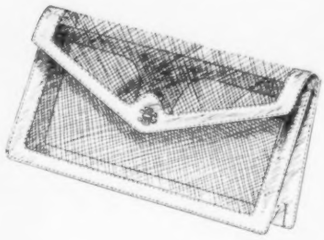
Parent of all these new Salyna weaves... the famous washable crease-resistant rayon-and-cotton fabric whose linen-like crispness, gentle "hand" and easy sewability have made it first love of fashion creators and home-sewers for a score of years.

Salyna is just one of *many* success fabrics loomed by St. George... sold over the counters of America's finest stores.

St. George Textile Corp.
119 W. 40th St., New York, N. Y.

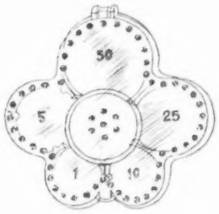
Evening Glitter

A transparent purse to 'show-off' your glittering accessories!



Take Spring in hand. A clutch purse of horsehair combined with your choice of velvet, faille or satin. Navy, Black. Coblentz. $12.95

Pin a petit point flacon inside. Fill with your favorite fragrance. Imported from Austria by Marietta Larsen Co. $4.50



Carry your 'mad money' in a rhinestone plastic case. Space for each coin, holds $3.25. Marietta Larsen. $2 plus tax.

Primp in a lucite mirror flecked with gold dust. On each end a spill-proof bottle for your perfume. Marietta Larsen. $3.25

Get your beautiful
Martin Velvet
for Trimming and Accessories at these stores

In the United States

CALIFORNIA: **Los Angeles:** Milliron's; **Oakland:** Hale Brothers; **San Francisco:** Macy's-San Francisco –CONNECTICUT: **Hartford:** Sage-Allen and Company, Inc.–WASHINGTON, D. C.: Lansburgh and Brother, Inc.–FLORIDA: **Jacksonville:** Cohen Brothers–GEORGIA: **Atlanta:** Davison-Paxon Company–ILLINOIS: **Chicago:** Wieboldt Stores, Inc.; **Peoria:** Block and Kuhl Company, Inc.–INDIANA: **Indianapolis:** William H. Block Company – KENTUCKY: **Louisville:** Stewart Dry Goods Company, Inc. – MARYLAND: **Baltimore:** Stewart and Company, Inc. –MASSACHUSETTS: **Boston:** Beattie and McGuire, Inc.; **Springfield:** Forbes and Wallace, Inc. – MINNESOTA: **Minneapolis:** The Amluxen Company, Inc. –MISSOURI: **St. Louis:** Charles F. Welek and Company, Inc.–NEBRASKA: **Omaha:** J. L. Brandeis and Sons, Inc.–NEW JERSEY: **Newark:** L. Bamberger and Company–NEW YORK: **Buffalo:** J. N. Adam and Company; **New York:** Macy's-New York–OHIO: **Cincinnati:** John Shillito Company; **Cleveland:** Higbee Company; **Columbus:** Morehouse-Martens Company, Inc.; **Dayton:** Rike-Kumler Company; **Toledo:** La Salle and Koch Company – OKLAHOMA: **Tulsa:** Brown-Dunkin Company–PENNSYLVANIA: **Philadelphia:** Snellenburg's; **Pittsburgh:** Kaufman Department Stores, Inc. – TENNESSEE: **Memphis:** J. Goldsmith and Sons Company; **Nashville:** Cain-Sloan Company–TEXAS: **Dallas:** A. Harris and Company; **San Antonio:** Otto Boerner C/O Frost Brothers–WASHINGTON: **Seattle:** Bon Marche.

In Canada

ALBERTA: **Calgary:** Hudson's Bay Company, Royal Silk Company, Silk-O-Lina Company; **Edmonton:** Hudson's Bay Company, Woodward Stores, Ltd.–BRITISH COLUMBIA: **New Westminster:** W. S. Collister, Ltd., T. Eaton Company, Ltd.; **Vancouver:** Berkley Silks, Ltd., T. Eaton Company, Ltd., Fabric Fashions, Ltd., Farquhar Brothers, J. G. Fraser, Ltd., Hudson's Bay Company, Saba Brothers, Ltd., Robert Simpson Company, Ltd., Woodward Stores, Ltd.; **Victoria:** T. Eaton Company, Ltd., Hudson's Bay Company, London Silk Company, Ltd.–MANITOBA: **Brandon:** Doig's Store; **Winnipeg:** T. Eaton Company, Ltd., Hudson's Bay Company–NEW BRUNSWICK: **Moncton:** T. Eaton Company, Ltd.; **St. John:** Manchester, Robertson & Allison, Ltd.–NOVA SCOTIA: **Halifax:** T. Eaton Company, Ltd., Robert Simpson Company, Ltd. – ONTARIO: **Saint Catharines:** C. Wallace Company, Ltd.; **Fort Williams:** Chapples, Ltd.; **Hamilton:** T. Eaton Company, Ltd., Finch Brothers, Ltd., H. & F. Silk & Woollen Company; **London:** Robert Simpson Company, Ltd., C. Wallace Company, Ltd.; **Niagara Falls:** C. Wallace Company, Ltd.; **Ottawa:** T. Eaton Company, Ltd.; **Toronto:** T. Eaton Company, Ltd., Samuel Pozner, Robert Simpson Company, Ltd., Stitsky Importing Company, Ltd.; **Windsor:** C. H. Smith Company, Ltd., West & Son – QUEBEC: **Montreal:** G. Beauregard, Dupuis Freres Ltee, T. Eaton Company, Ltd., B. S. Harrison, Ltd., Henry Morgan & Company, Ltd., Jas. A. Ogilvy's, Ltd., S. L. Portigal, Shiller Brothers, Robert Simpson Company, Ltd.; **Quebec:** La Compagnie Paquet Ltee – SASKATCHEWAN: **Saskatoon:** Hudson's Bay Company, Mikado Silk Company, The Yardstick, Ltd.; **Regina:** Robert Simpson Company, Ltd., West of England Dress Goods, Ltd. – NEWFOUNDLAND: **St. John's:** Ayre & Sons, Ltd., Royal Stores, Ltd.

Your Exact Figure in **FIVE MINUTES** with **Proxy**

YOUR PERMANENT FINGER PRESSURE BASIC PATTERN

$4.95 POSTAGE PREPAID

SIMPLE! LESS EXPENSIVE!

AUTOMATICALLY PERFECTS YOUR PATTERN TO YOU!

PROXY is the greatest single improvement in dress forms since the invention of Grandmother's dressmaker's dummy! Makes fitting simpler, easier, more accurate, less expensive than ever before!

HERE'S HOW: Put PROXY dress form on. With your fingertips, press self-adhering sides together and adjust darts to fit YOU. Remove, cut away excess material. THERE'S YOUR PROXY! Lay separated Proxy panels over pattern and fabric and cut Proxy's outline — your exact figure. Use it again and again. Proxy lies flat — no difficult pinning and fitting on three-dimensional dummy. Stores in your workbasket. Specify Size A (9-17) or B (18-44) when ordering.

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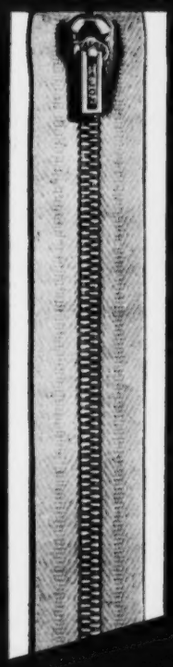

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Simplicity

PATTERN BOOK

SPRING 1953

COVER: A Simple to Make Soft Dress — with a neckline which can be converted into many distinctly different looks. On the cover we show the new and flattering draped cowl, here we use jewelry to create both the decollete and surplice lines. Of Skinner Contanta Crepe, Garland Green, finished with a belt by Bac-A-Belt and a Talon "Seam-Thin" zipper. Hat by John Frederics. Pattern 4181, 12-42, 50c. Ektachrome by Radkai.

The Surplice Line

The Middy Look

Dressed-up Cottons

Easter Ensembles

Fashions:

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SIMPLE TO MAKE

Beginning an eighteen page section of Simple to Make clothes which run the gamut from blouses, skirts and dresses to coats and suits, with many a stop along the way for the newest looks of the day — the surplice, the sheath, the middy, the easy chemise. This year the look of fashion is tailor-made for the woman who sews. Based on the idea that a minimum of detail achieves a maximum of flattery, the best Spring clothes are conceived with an economy of line that gives full play to the luxury of new fabrics, and ample opportunity for the wearer to vary her costume with accessories. The proof; our complete wardrobe of Simple to Make styles, assembled with a minimum of pattern pieces and buttonholes, nary a difficult detail, and seldom a set-in sleeve. In the pages which follow we have proudly marked each design with the exact number of pattern pieces required. No pattern piece has been left out! Whether a beginner or an expert, you are assured of the most fashion for the least effort down to the last pocket and facing.

THE SURPLICE LINE

7 Pattern Pieces. Left page: the surplice dress with a diagonal lap, black accents, easy bracelet sleeves. Lankenau's washable "Multitone" in Unidure crease-resistant finish. 4153, 11-18, 35c.

8 Pattern Pieces. Left: the basic dress with abbreviated sleeves to cinch with a deep cummerbund. It's made from Wamsutta's cotton Donegal tweed. 4153, sizes 11-18, 35c.

6 Pattern Pieces. Below: the lapped surplice blouse. Wamsutta's "Suttastripe". 4165, 11-18, 35c. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78. Accessory information pg. 70.

SIMPLE TO MAKE
THE SURPLICE LINE

5 Pattern Pieces. Above: the surplice blouse with notched collar and fitted, three-quarter sleeves. Made in Barbet's "Nevasag" cotton jersey. 4165, 11-18, 35c.

3 Pattern Pieces. Above, right: a blouse with the ease of an oriental kimono to lap and tie snugly at the waist. Of Robaix printed silk surah. 4158, 12-20, 35c.

5 Pattern Pieces. Right: a top for everything — with the lithe, young look of white pique, brief cap sleeves, a surplice neckline. Wm. Lind's Alreco pique. 4165, 11-18, 35c.

BASSMAN

6 Pattern Pieces. Above: the wrap-across coat dress fitted at the waistline with a wide belt. Side pockets mark the unbroken line of the soft skirt. In Tootal's Tebilized Super Linen. 3761, Sm., Med., Lg., 35c.
Backviews pg. 76. All Simplicity Patterns are printed.

8 Pattern Pieces. Left: the surplice and the cummerbund go together in a dress with white accents and dolman sleeves, tapered below the elbow to show off your wrists and bracelets. Wyner's Sag-No-Mor worsted jersey. 4153, 11-18, 35c
For Accessory information see page 70. Yardages page 78.

SIMPLE TO MAKE

THE MIDDY SUIT

A belted back gives a feeling of waistline to our suit — keeps it smart going as well as coming. All Simplicity Patterns are printed. Backviews page 76. Yardages page 78. Accessory information page 70.

8 Pattern Pieces for the versatile middy suit, shown on these pages in three different fabrics. 4171, 11-18, 50c. In color: Our suit in mannerly checks on a white background. Milliken's orlon and wool "Lorette". The blouse to make it a costume, of Wyner's Sag-No-Mor worsted jersey. 4190, 11-18, 35c.

Above: Crisp linen, with braid accents and a spanking white lining, spell Summer for our suit. Mayfair Tebilized Irish linen by Adams. Armo Hair Canvas interfacing. For spice, the polka dot blouse of Moygashel Sandhurst linen. 4180, 12-40, 35c.

Right: The suit in two textures to take the chill off early Spring. Jacket, Bauling's textured wool. Skirt, Bauling's Diana flannel. Temp-Resisto metal insulated lining. Turtleneck blouse, Wyner's Sag-No-Mor worsted jersey. 3980, 11-18, 35c.

PAUL RADKAI

SIMPLE TO MAKE

THE MIDDY BLOUSE

8 Pattern Pieces. Left: two middy blouses designed to be worn as a team or go their separate ways. Note the cuffed hip on the overblouse. William Heller plain and Swiss Stripe worsted jersey. Armo Evershape interfacing. 4190, 11-18, 35c.

3 Pattern Pieces. Top left: a sleeveless middy to top your sportswear; suits for the city, slacks and pedal pushers for informal wear; perfect for a change of accessories. Wyner's Sag-No-Mor worsted jersey. 4190, 11-18, 35c.

3 Pattern Pieces. Center: an overblouse with collar interest, three-quarter sleeves, and figure ease. The moulded look takes well to the stripes of Peter Pan's herringbone seersucker "Boran", a Guild cotton. 4010, 12-20, 35c.

4 Pattern Pieces. Left: the boat-necked blouse with real costume airs; an aura of easy elegance. Bates "Dynelon" Challis. 4190, 11-18, 35c. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78. Accessory information pg. 70.

SIMPLE TO MAKE
THE ALL-PURPOSE COAT

Our yellow coat takes a line. Left, slim: Above, bouffant — depending on what's underneath. All Simplicity patterns are printed. Backviews pg. 76. Yardages pg. 78. Accessory information pg. 70.

PAUL RADKAI

5 Pattern Pieces. Left: a coat with fluid lines to take you everywhere in style. Botany's wool "Feathercurl" boucle Coating. Armo Hair Canvas interfacing. 4191, 11-18, 50c.

3 Pattern Pieces. Above: wide cuffs, flared back, and cardigan collarline accent a little coat with a lot of fashion. Amana's plain and checked wool. Armo interfacing. 4191, 11-18, 50c.

6 Pattern Pieces. Right: yours for easy elegance; an unlined coat with tiny mandarin collar, supple push-up sleeves. Of Schlang's wool Poodle Coating. Armo interfacing. 3789, 11-18, 35c.

SIMPLE TO MAKE

THE SOFT DRESS

7 Pattern Pieces. Above: a sculptured dress with versatile cowl neckline to drape as you will — either high or low. Note the smooth sleeves, the generous skirt. Our cover dress interpreted here in Security worsted jersey. 4181, 12-42, 50c.

6 Pattern Pieces. Left: Simplicity punctuates the elegance of lace with contrasting collar, cuffs and a skirtband. Dress of Max Mandel's Guipure-type lace. 3556, sizes 11-18, 25c. For accessory information see pg. 70. Backviews pg. 76.

7 Pattern Pieces. Right: a soft print with the restrained rhythm of shoulder and waist ease. American Silk Mills' washable silk print. La Mode buttons. 4175, 12-20, 35c.

All Simplicity Patterns are printed. Yardages on pg. 78.

PAUL RADKAI

The sheath on the opposite page takes a cue from its topper — shows off a wide V neckline accented with white braid. Yardages pg. 78. Backviews pg. 76. Accessory information pg. 70. All Simplicity Patterns are printed.

SIMPLE TO MAKE

THE YEAR 'ROUND SHEATH

11 Pattern Pieces. Left page: a year 'round ensemble, of one slim sheath in Kaplan's sheer wool crepe, plus two box jackets. Cool weather jacket of Kaplan's wool fleece, Temp-Resisto metal insulated lining. Armo Hair Canvas interfacing. For warm days a jacket of Blackstaff Sanforized Irish linen. Ensemble: 4202, 12-20, 35c.

7 Pattern Pieces. Above: a slender dress with snug turtle neck. **7 Pattern Pieces** for the complementary bolero with pert buttons. No buttonholes — it's closed with snaps. Crompton's printed Bamboo, plain Pinwale corduroy. Armo Evershape interfacing. Ensemble: 4189, 11-18, 50c.

5 Pattern Pieces. Right: a scoop-neck sheath; to fill in with jewelry or a gay scarf. **6 Pattern Pieces** for the short jacket with a curved closing and La Mode buttons. Dress and jacket made from Widder's "Shan-de-lai" silk shantung. Ensemble: 4222, sizes 12-20, 35c.

PAUL HIMMEL

SIMPLE TO MAKE

THE CHEMISE DRESS

7 Pattern Pieces. Above: the easy lines of the classic chemise take shape with a wide belt and crisp accents of white pique. A swing into Spring dress made of Lowenstein's printed Sanforized "Signature Denim". 4197, sizes 11-18, 35c. Accessory information is given on page 70.

7 Pattern Pieces. Right: the halter chemise is pleated at the neckline — highlighted with a tiny collar and bold ric-rac. Surprisingly sophisticated, it's made of Erwin's washable "Funwear" denim in Everglaze. Change the mood of the dress by varying the belt. 4208, 11-18, 35c.

4 Pattern Pieces. Left: a different look for the chemise — fitted smoothly by a wide midriff made from row upon row of elasticized shirring; marked with the worldly airs of a turtle neck and three-quarter sleeves. Elbow ties for extra fillip. Bates Disciplined broadcloth. 4197, 11-18, 35c.

12 Pattern Pieces. Below: the chemise and blouse team up in jersey for an early Spring ensemble. The dress has a smart V neck, no sleeves; the blouse ties smartly at the elbow. Security worsted jersey. Both: 4080, 12-20, 35c. Ydgs. pg. 78. Backviews pg. 76. All Simplicity Patterns are printed.

PAUL HIMMEL

SIMPLE TO MAKE THE BLOUSE AND SKIRT

7 Pattern Pieces. Left: a sleeveless blouse, styled with a minimum of detail. 3891, 12-20, 35c.
5 Pattern Pieces. A straight and narrow skirt. 3983, 24-30, 35c. Both Erwin's "Funwear" denim in Everglaze.

4 Pattern Pieces. Right: this easy all-year blouse of Wyner's Sag-No-Mor worsted jersey. 4180, 12-40, 35c.
6 Pattern Pieces. Skirt of Kaplan's wool flannel. 4179, 24-38, 35c. Accessory information pg. 70.

5 Pattern Pieces. Left: a cap-sleeve blouse with a flattering pussy-cat bow. 4180, 12-40, 35c.
3 Pattern Pieces. Dirndl skirt: 3774, 24½-30, 35c. Fruit of The Loom plain and printed percale.

8 Pattern Pieces. Below: a blouse with a deep oval neckline filled in with a crisp dickey. 3980, 11-18, 35c.
2 Pattern Pieces. Skirt: 3881, 24-32, 35c. Peter Pan's Tebilized "Quadrille" honeycomb shantung, a Guild Cotton. All Simplicity Patterns are printed. Backviews pg. 76. Ydgs. pg. 78.

PAUL HIMMEL

Streamline Your Sewing

Whatever the styles or the season, sewing is a means to your pleasure. Because you like to sew, you want the most professional results with the least effort as well as the newest silhouette, the smartest fabric, the most up-to-the-minute detail. In this article we bring you a simple step-by-step method for making anything from an apron to an afternoon dress—not a random assortment of here and there hints, but a systematic well-thought-out collection of short cuts to sewing. Take it to heart—you'll reap dividends in faster, more professional dressmaking and a smarter wardrobe.

PRELIMINARIES

1. Begin at the beginning — buy a pattern to suit your figure and personality. Patterns for adults come in Junior, Misses, Women and Half-Size size ranges, so be sure the pattern is your figure-type as well as the right size. In general, bust measurements are the key to dress or blouse size; skirts, slacks, and pedal pushers should be purchased according to your waist measurement. Of course, if you have exceptionally wide shoulders or very large hips, it is best to choose your size with them in mind.
2. Consult the pattern envelope for suggested fabrics, and necessary widths and lengths. The salesgirl can tell you about shrinkage control and it's a good idea to find out about the performance of your fabric and its cleaning properties if it's one of the new blends. (See p. 49 in this issue.)
3. Before cutting, encircle desired size, fabric width, and view on instruction sheet accompanying the pattern
4. Check to be sure fabric is straight. Cut edges should square with the selvage when folded. If not straight, fabric may be straightened by pulling threads or tearing. (Illus. 1-A.) If fabric is still not straight after grain has been corrected, pull ends diagonally as in diagram. (Illus. 1-B.)
5. Check pattern for alteration against a basic dress that is comfortable and becoming. Alterations made in pattern now will save fitting and sewing time later on. If it is necessary to lengthen (Illus. 2-A.) or shorten pattern, (Illus. 2-B.) do so where indicated on printed pattern. Remember when shortening that a 1 inch fold means a 2 inch adjustment in the garment, as pattern is folded double. If major adjustments are needed to take care of such problems as pronounced rounded back, narrow back and large bust, or prominent derriere, it is best to make a muslin to fit.
6. Consider your fabric. Napped fabrics such as corduroy, velvet, velveteen, and fleece — as well as uneven plaids and stripes, which are treated in the same way — should have each pattern piece laid out in the same direction. Extra yardage should be purchased for plaids and stripes to allow for matching.
7. Check the grain line of your fabric. Grain lines run up and down. They must be straight for a well-made garment. (See Illus. 3.)
8. Choose a hard, flat surface, preferably a cutting board on your dining room table, at a comfortable height, on which to cut out your garment. You will need a ruler, tape measure, tailor's chalk, and fine dressmaker pins as well as a pair of sharp shears, preferably bent, with a 7 inch blade. Dressmakers' tracing paper and wheel are also useful.

CUTTING

1. Be sure necessary pattern adjustments have been made.
2. Layout pattern on fabric as shown on instruction sheet accompanying printed pattern. Be sure each piece is laid grain-perfect on fabric. With plaids and stripes it will be necessary to adjust different pieces to match the plaid or stripe. Ends of arrows indicating straight-of-fabric should be the same distance from selvages. Pin one end of arrow grain line to fabric. Pivot pattern piece so other end of grain line arrow measures exact same distance as the first point from the selvage. Pin to fabric. Now pin down rest of pattern pieces; don't stint on pins. (See Illus. 4.)
3. When all pattern pieces have been pinned to fabric, cut them out piece by piece. Notches should be cut out rather than in. Fold lines of pattern must fall exactly on fold lines of fabric. For perfect accuracy, crease pattern on fold line, turning margins under. Do not cut off margins around printed pattern pieces; they are there to ensure accuracy; cutting through tissue paper will not dull shears. With long, firm slashes, cut exactly on cutting line indicated. (See Illus. 5.)
4. Note that everything for the preparation of the making of the garment is clearly printed on the pattern, even the direction of stitching is included.

MARKING

1. Mark all darts, unpressed pleats, pockets, patch pockets, etc.
2. Transfer all construction markings from pattern to fabric. Use dressmakers' tracing paper and wheel for marking seams unless you find, by testing, that carbon marks do not take or are indelible on your fabric. To use tracing wheel remove enough pins so that you can slip tracing paper under fabric and between pattern and fabric. (See Illus. 6.) If you are unable to use tracing paper make tailor tacks as shown in Illustration 7.

STITCHING

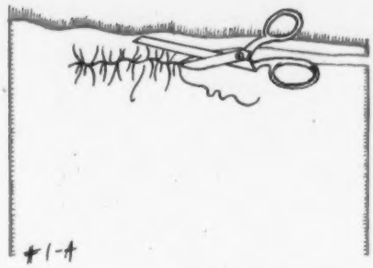
1. Machine-stitch staylines should be used around grain and curved edges, one-half inch from edge. (See Illus. 8.)
2. Be sure that machine needle is sharp and the proper size for your fabric. (Sewing machine needles run from very fine to very coarse.)
3. Baste-stitch all parts where fitting may be necessary by lengthening machine stitch as far as possible.
4. Set stitch gauge to designated number of stitches per inch for permanent sewing. Check tension gauge for a smooth, even stitch. Stitch seams. The direction of stitching is very important. In general, stitching goes from the widest to the narrowest part, i.e. from neck to shoulder, from hem to waist, etc. Darts, too, are stitched from the widest to the narrowest part. (See Illus. 8.)
5. When crossing seams clip ends diagonally at intersection to avoid excess bulk. (See Illus. 9.)

PRESSING

1. Press as you go in the same direction in which you stitched by lifting and lowering the iron, not by pushing it along.
2. Use a press cloth, even on cottons, unless steam iron is used; always press on wrong side.
3. Open seams by dampening. Then run tip of iron lightly after dampening. Now use press cloth for a very flat seam. (Illus. 10.)

FINAL STEPS

1. Try on for final fitting.
2. If skirt is flared, hang it overnight or longer before marking hem.
3. Give garment a final pressing before wearing.



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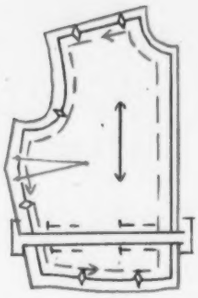

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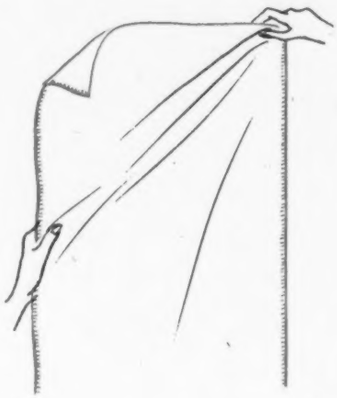

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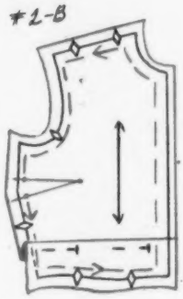

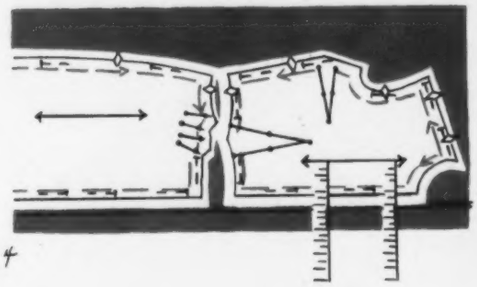

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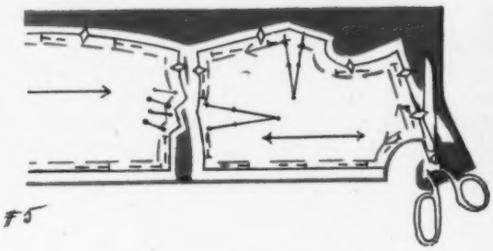

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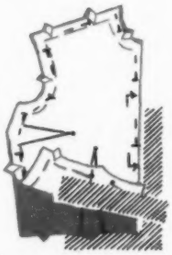

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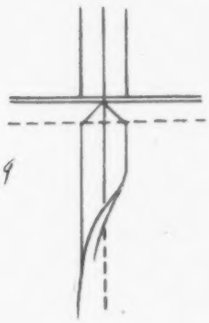

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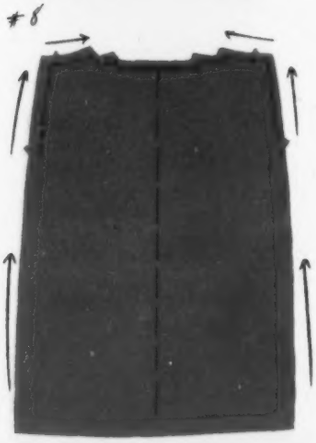

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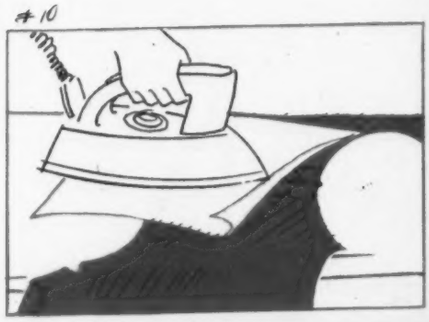


The Panelled Skirt
3935
The Bib-Front Dress
3757
A Jumper and Blouse
2933
The Princess Coat
4024
One-Piece Dress and Jacket
3991
A Weskit and Skirt
3992
BOLIN

A Sleeveless Dirndl Dress

Embroidered Accents

Mother sets the Style

3757 — The bib-front dress: in a gay plaid with a plain bib, gathered skirt and roomy pockets. Sizes 1-6, 35c.

3935 — The panelled skirt: showing off a ruffled underskirt on this one-piece dress. In sizes 1-6, 35c.

2933 — A jumper and blouse: worn together or, wear the cap-sleeved jumper as a sun dress. Sizes 1-6, 25c.

3992 — A weskit and skirt: neatly styled separates to be worn with a sweater or blouse. 1-6, 35c.

4024 — The princess coat: with all the dash of mother's. Cape and bonnet in pattern. 1-6, 35c.

The Decollete Formal

3991 — One-piece dress and jacket: with all the features of a suit. Sizes 1-6, 35c.

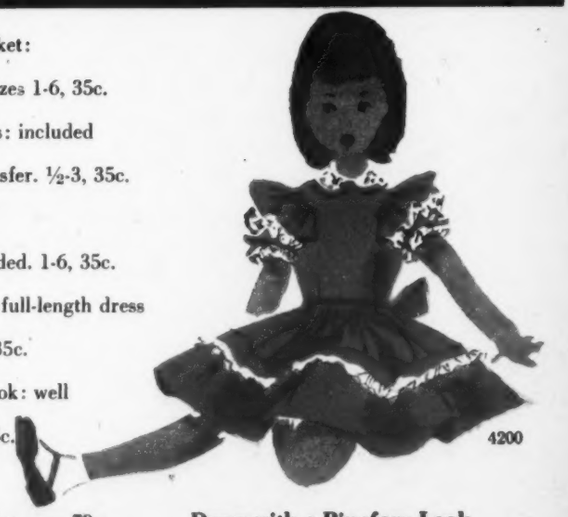
4169 — A sleeveless dirndl dress: included in the pattern is a smocking transfer. ½-3, 35c.

4055 — Embroidered accents: for a party dress. Transfer included. 1-6, 35c.

4135 — The decollete formal: a full-length dress with a bouffant skirt. Sizes 2-8, 35c.

4200 — Dress with a pinafore look: well styled in plain and print. 1-6, 35c.

All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



Dress with a Pinafore Look

Mother sets the Style

4162

The Princess Coat Dress

4199

The Boat-neck Jumper

3959

Puffed Sleeve Charmer

4029

Separates Story

3959 — Puffed sleeve charmer, with the grown-up airs of a modified boat neckline, a sash to minimize the waist. 7-14, 35c.

4199 — The boat-neck jumper, with cap sleeves, full skirt, and a wide and wonderful cummerbund. 7-14, 35c.

4162 — The princess coat dress with lithe, slim lines, little round collar, its own petticoat. 7-14, 35c.

4029 — Separates story, blouse, skirt, and weskit ensemble to make the most of texture contrasts. 7-14, 35c.

4164 — Pedal pushers and weskit, for playtime in style. 7-14, 35c.

4168 — Jumper and jacket, pretty indispensable with a cut-a-way bolero, soft, young collar, three-quarter sleeves. 7-14, 35c.

4161 — The tucked shirtwaist, with an easy, full skirt, and sweet collar and cuffs. The petticoat comes with it. 7-14, 35c.

4163 — Coordinated separates, a sleeveless blouse with patch pockets, button accents. 7-14, 35c. Swing skirt. 3987, 7-14, 35c.

4027 — The fitted coat, with flattering, long lines — a double row of buttons to set off a pretty waist. 7-14, 35c.

4028 — The basic dress, with detachable cuffs and dickey. Wear it with its accessories for school — without for a party. 7-14, 35c.

All Simplicity Patterns are printed. Backviews p. 76. Ydges. p. 78.

Pedal Pushers and Weskit
4164
Jumper and Jacket
4168
4161
The Tucked Shirtwaist

The Fitted Coat
4163
3987
Coordinated Separates
4027
4028
The Basic Dress
BOLIN

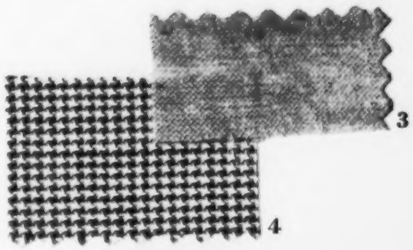
Model Wardrobe for Teens

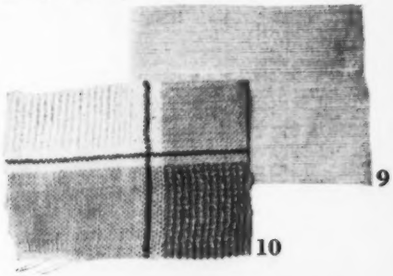
You've seen Sandra Brown modelling teen-age clothes in many of the more popular publications as well as here in the *Simplicity Fashion Magazine*. Sandra's approach to fashion is a very basic one because a versatile wardrobe is all-important to her busy life as a model. From Simplicity's Teen styles she selected the designs featured on this page.

4155 — Our bouffant square dance dress with tiered skirt and sweet puffed sleeves. Teen sizes: 10-16, 35c.
3995 — The striped shirtwaist with deep bodice pockets and mandarin collar. Teen sizes: 10-16, 35c.
4184 — A sleeveless dress with pussy-cat bow, cinched to a full skirt. Teen sizes: 10-16, 35c.
3958 — A suit in the middy tradition with an easy cardigan jacket. Teen sizes: 10-16, 35c.
All Simplicity Patterns are printed.
Backviews page 76. Ydges. page 78.

What to look for in new Fibers and Blends

A trip to the yard goods department these days will tell you that things are brewing in the fabric world. Slowly, but surely a host of wonder blends is settling down by the time-honored place of traditional natural fibers for use in home sewing. Some of these are straight from the test-tube; others combine their chemical properties with wool, silk, cotton—all are news for the fashion-minded woman who sews. Although yardages are often limited, new blends keep turning up with such regularity that it is a little difficult to remember how each may be expected to perform. Be sure to read the tag on the fabric. It should tell you about the uses, treatment, and finish of your blend, as well as the combination of fibers contained. And when you iron, remember to adjust the iron to the fiber demanding the lowest heat. Below is a chart showing swatches and performances of some of the most important new fibers and blends in the Spring fashion picture.





FABRIC	BLEND	PROPERTIES AND CARE	USES
1. St. George "Dellacra" Crepe	50% Acrilan 50% Viscose	Washes, can be professionally permanently pleated; dries easily and quickly; needs very little ironing. Has warmth without weight; will not sag or stretch; is mothproof.	For dresses; 2 piece suit-dresses
2. Milliken "Cuenella" Crepe	87½% Wool 12½% Nylon	Nylon adds extra strength and stability. Fabric will not stretch or sag; not washable due to higher percentage of wool than synthetic fiber.	For dresses, skirts, 2 piece suit-dresses
3. Hanora "Acrella" Jersey	80% Acrilan 20% Worsted	Washable; dries quickly; needs no ironing; will permanently pleat professionally; is moth resistant.	For dresses and blouses and skirts
4. Botany Mills "Dacrette"	52% Wool 48% Dacron	Hand-washable; dries quickly; needs little ironing; crease resistant; will permanently pleat professionally; spot resistant.	For dresses, suits, skirts
5. Milliken "Lorette"	55% Orlon 45% Wool	Machine washable; needs no ironing; dries quickly; will permanently pleat professionally.	For dresses, suits, skirts
6. Milliken "Vicinette"	62½% Wool 25% Vicara 12½% Nylon	Vicara contributes warmth without weight and a soft, cashmere-like quality; nylon contributes added strength and stability.	For coats
7. Bates "Dynelon" Challis	Cotton Dynel Nylon	Washable, dries easily; needs little or no ironing; resistant to wrinkles and moths, mildew, and fading. Can be permanently pleated professionally. Will crease permanently with any amount of heat, so do not press when sewing until you are sure of fit.	For dresses and blouses
8. Mallinson silk and Orlon	Silk and Orlon	Hand washable; needs little ironing; is resistant to wrinkles; maintains crisp body.	For dresses and blouses
9. Mallinson "Shandnyl"	Orlon and Nylon	Washable; needs no ironing; dries quickly; Nylon contributes great strength and stability; resistant to perspiration, heat and sun; will not go limp; maintains firm, crisp body.	For dresses and blouses
10. Mooresville "Raycara"	Cotton, Vicara, and Rayon	Washable. Needs little ironing. Dries quickly. Has warmth without weight. Mothproof. Vicara contributes a soft, cashmere-like quality.	For blouses and dresses
11. Hanora "Orella" fleece	All Orlon	Machine washable. Needs no ironing. Mothproof. Resistant to perspiration, gas, heat and sun; will not deteriorate. Has tremendous warmth without weight. Crease resistant.	For coating; very heavy suiting

New and Feminine –
Designed for Flattery –

The Fluid Dress

8409

4008

8477

Presenting four pages of dresses with more supple lines, in softer fabrics — for you at your prettiest. Photograph: the fluid dress — in an important new Spring shade, a rosewood-beige. Tucks mark the front, a high but soft cummerbund whittles the waist and the skirt gathers gently. Celanese acetate "Crepe Carlisle". Side closed with a Talon "Seam-Thin" zipper. 4230, 12-20, 35c.
Sketches: 8409 — a pretty print for a moulded silhouette with a decollete neckline, pockets to accent the hips, a slim skirt. In sizes 12-20, 50c.
4008 — a dress with flowing lines — the neckline formed from a flattering yoke, softly draped; unpressed pleats touch either side of the skirt. 12-20, 35c.
8477 — your loveliest afternoon dress, wonderful in chiffon. Big features: the low, shaped neckline, practically no sleeves, a wide skirt. Sizes 12-20, 50c.
Accessory information page 70. Backviews page 76. Yardages page 78. All Simplicity Patterns are printed.

LUCER

The Fluid Dress

4154

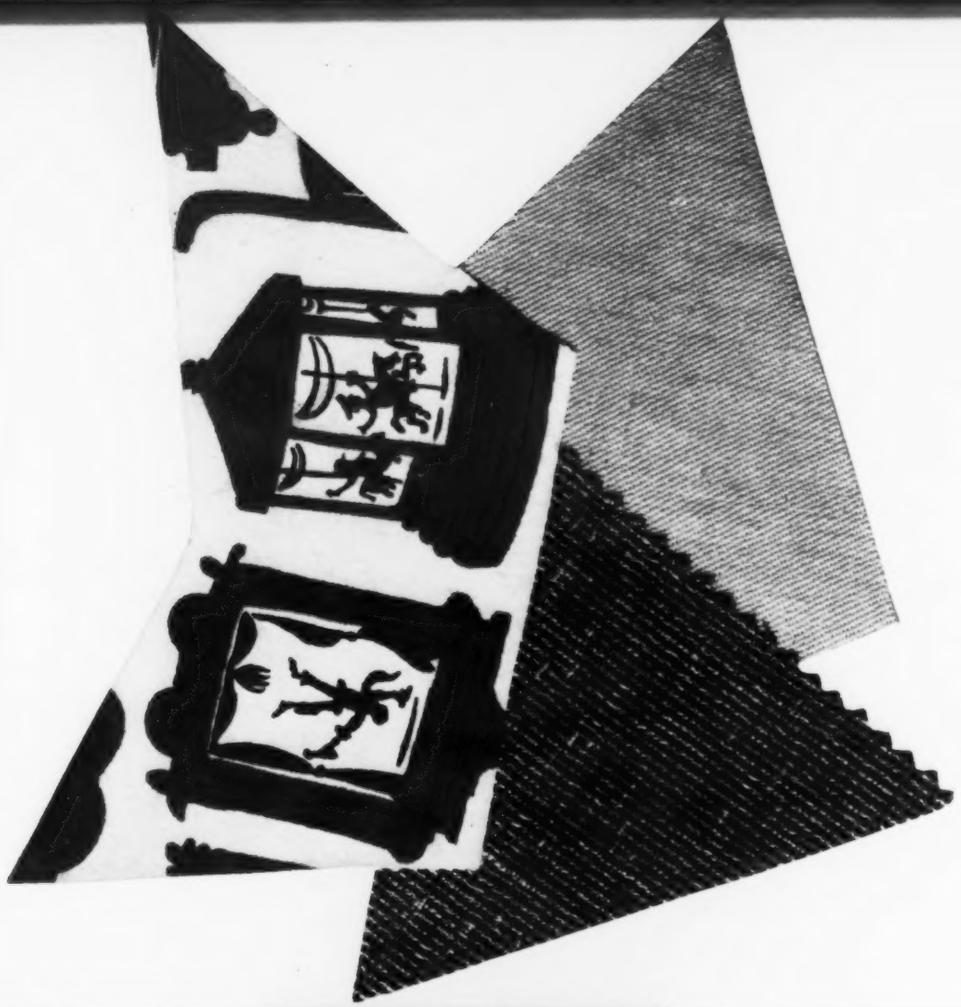
Photo: a two-piece dress with straight accents in a soft fabric. The top is sleeveless and belted, tucked from shoulder to hem; the skirt, slender. Mallinson's "Theme Song" crepe. 4154, 11-18, 35c. Sketches: 8460 — touches of sheer ruching, a gently draped neckline and skirt — all add up to an elegant dress. Sizes 12-20, 50c. 4145 — the neatest of prints boasts a V-neckline, criss-cross draping in the bodice, a modified skirt with center pleat. 12-42, 50c. Costumakers buttons on these pages. Accessory information pg. 70. Backviews pg. 76. Yardages pg. 78. All Simplicity Patterns are printed.

Photo: the very wearable print — good for many occasions from shopping to afternoon tea. A snug midriff is topped by fullness; unpressed pleats fall from the smooth hipline yoke. It's made in Widder Bros.' printed silk surah. 4109, sizes 11-18, 50c. Sketch: 3848 — the shirtwaist has gone completely feminine with its soft tucks, full sleeves with French cuffs and a widely gathered skirt. The dress, in sizes 12-20, 35c.

3848

4109

PLUGER



1

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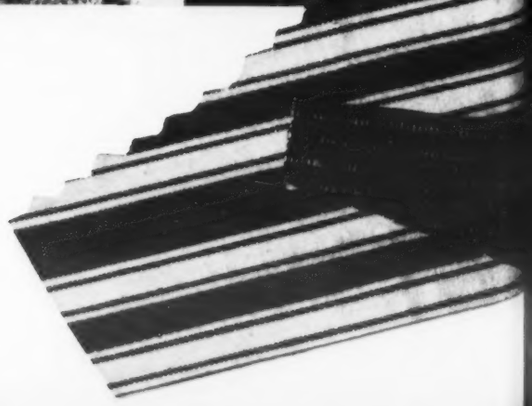
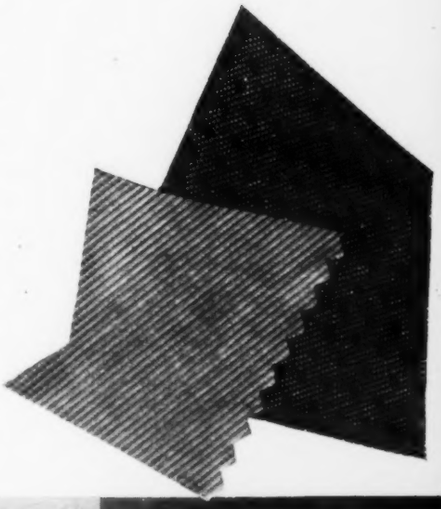


Cottons

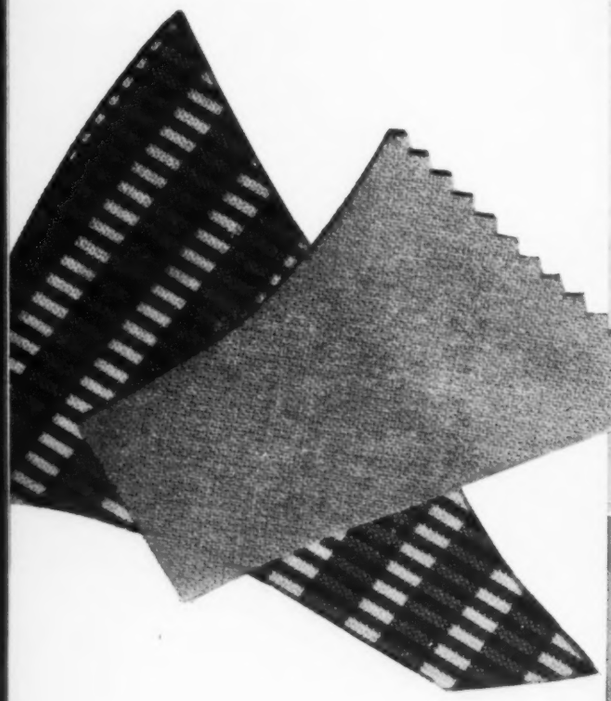
Dressed in New Colors and Textures

Cottons, like most fabrics, are better than ever. Prints are gayer, colors are bolder, textures more appealing to the eye and touch. Cotton, now a year-round resident, always has a special meaning for Spring. Long before even the crocuses are on the way, a bright new bolt of cotton can send your spirits soaring towards warmer days, and this Spring, shades and new finishes make it especially appealing. Below: our cotton caravan, complete with swatches to give you a good idea of what's in store. Get aboard right now — it's never too early to sew for Spring.
1. Our three-ring circus print for fun, flattery, conversation. Squared-off neckline, tiny sleeves, elasticized to wear on or off the shoulder. Springmaid "Springknight" print. 4186, 11-18, 35c.
2. The V-neck coat-dress with all sorts of possibilities; shown with turtle neck dickey — just as smart without it. Cone's Sanforized "Playtime" denim and "Coolwave" plissé. 4188, 11-18, 35c.
3. Our feminine shirtwaist with three bands of ruffles on the skirt, another from neck to waist, small dainty collar, and cuffed sleeves. Ely and Walker "Quadriga" print. 3942, 11-18, 35c.
4. A button-down-the-front classic, sleeveless, with unpressed pleats, wide collar. Fisba Tebilized Four-Score tweed — a Guild cotton. 4173, 12-20, 35c. Buttons on these pages by La Mode.
5. Our dapper shirtwaist with sharply tucked bib, notched collar, and short sleeves. An inverted pleat and hip pockets complete the skirt. Galey & Lord cotton "Crossplay". 4143, 12-20, 35c.



FARKAS

6. The surplice line crossing high for asymmetrical flattery on this dress. Points of interest: the tiny waist; wide, easy skirt. Avondale's Sanforized Satin Stripe chambray. 4094, 11-18, 35c.
7. The shirtwaist again; this time with the soft relief of pretty bows on the bodice, and a stand up collar to give it plenty of dash. Avondale's Sanforized cotton shantung. 4038, 12-20, 35c.
8. A slim dress with smooth bodice and six-gored skirt flaring out. The spark, a dickey and cuffs to match. In Fluegelman's cotton tweed "Radcliffe" — a Guild Cotton. 4000, 12-20, 35c.
Accessory information pg. 70. Backviews pg. 76. Ydgs. pg. 78. All Simplicity Patterns are printed.



LITOF

Cottons

Coordinated for Separates

These pages—the separates' story in many editions—all of them cotton and every one as pretty as it is practical. Mix them, match them, change them about; separates are geared to today's change of pace. Use our swatches for a starter; then carry through on your own.
1. Middy blouse with cuffed sleeves and hip, casual open collar; not a ripple on the slim skirt. St. George plain and check "Salyna". Blouse: 4159, 12-20, 35c. Skirt: 4011, 24-32, 35c.
2. Dark print on a light ground for the wrap-around blouse; the reverse for the generous skirt. Bates Disciplined cotton twin prints. Blouse: 4158, 12-20, 35c. Skirt: 3841, 24-32, 35c
3. Blouse and skirt that combine like a one-piece dress in California Hand Prints cotton "Fiji". Velvet ribbon trim at low neck is repeated on the tiered skirt. 3978, 12-20, 35c.
4. Collarless overblouse, side slits, like a man's shirt. Slim, eased skirt. H. Bates Pimlico stripe, plain Bonnie Brier in Everglaze. Blouse: 4114, 12-20, 35c. Skirt: 4123, 24-32, 35c.
5. Precision tailoring — French cuffs, tab collar blouse; trim pockets for skirt. Reeves Erenmade "Pima Queen" broadcloth. Blouse: 4014, 12-42, 35c. Skirt: 4083, 24-36, 35c.
6. For parties—gala half-circle skirt, blouse with scoop neck. Fluegelman's Tebilized plain and printed "Ruff-Lin"—a Guild cotton. Blouse: 3980, 11-18, 35c. Skirt: 3881, 24-32, 35c.
7. Top with demure collar, applied facing. Skirt has box pleats. Lowenstein's color embossed "Revelaise" in Everglaze. Blouse: 4194, 12-20, 35c. Skirt: 3798, 24-32, 25c.

8. A crisp blouse with a high collar, a skirt sporting huge patch pockets on the hips. M. & W. Thomas cotton tweed Panama Cloth. Blouse: 3975, 12-20, 35c. Skirt: 4012, 24-32, 35c.
All buttons on these pages are BGE Originales. For accessory information see page 70. Backviews are on page 76. Yardages are on page 78. All Simplicity Patterns are printed.

The Easter Ensemble

Suited for now–
and seasons to come

4177

4191

Seven pages of evidence that the smartest wardrobe, like the best of anything, should be planned around a basic idea — a suit and coat; a dress and jacket — ensembles soundly conceived; eminently wearable.

4224 — Photo: Our beautiful color suit in real copen blue with all the serenity of Easter; all the freshness of Spring. Rounded lines etched in black complete the picture. Lebanon's wool and nylon washable "Wash-A-Flan". Armo Hair Canvas interfacing. Earl-Glo Duchess lining. Sizes 12-20, 35c. Accessory information pg. 70.

4223 — Matching topper with oversize cuffs and pockets, 12-42, 35c. Seely shoulder pads, LaMode buttons on this ensemble.

4223

4177 — A svelte suit with all the well-groomed habits of controlled tapering lines and neat precise detail. Pockets and revers slant toward three well-defined buttons. 12-20, 50c.

4191 — A coat of frank good taste and artless ease to wear comfortably over your suit. The deep-cut sleeves and wide cuffs keep your costume trim underneath. 11-18, 50c.

8490

4183

4183 — Our distinguished classic suit with neat, fitted jacket, high pockets and buttons all the way up to the narrow collar. The simple skirt has a gentle flare. 12-42, 50c.

8490 — The Easter greatcoat with massive contrasting collar and cuffs, three bold buttons at the center-front. 12-40, 50c.

All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.

ROSMINI

8464 — The light, easy-to-wear coat swings wide and handsome with cardigan lines and wide notched cuffs. 12-40, 50c.

4177 — Under it: A suit with cut-a-way Spencer jacket and slender pegged skirt, finished by a shaped waistband. 12-20, 50c.

All Simplicity Patterns are printed. Backviews pg. 76. Accessory information pg. 70. Yardages pg. 78.

WINGATE PAINE

4177

8464

4223 — Photo: The distinguished coat. Anglo's wool "Bouclette" on the outside, Schwarzenbach's "Royal Antique" Chromspun taffeta of Bemberg acetate on the inside. Armo Hair Canvas interfacing. 12-42, 35c.

8489 — The town suit to wear under it curves smartly over the hips with vertical pockets. A flare-back skirt with center pleat is designed for easy walking. 12-20, 50c.

8489

Suited for now— and seasons to come

4176 — The short coat, cut with straight, slimming lines. Huge pockets, a Peter Pan collar, and bracelet length sleeves get top billing — a perfect foil for pretty gloves. 12-20, 35c.

8422 — Under it, a soft young suit with slim skirt and rounded jacket, scooped gently over the hips — its sleeves no longer than those of its topper. Size 12-20, 50c.

8422

4176

4019

4170

ROSMINI

4170 — A three-quarter coat in the grand manner with turn-back collar to frame the face, ample cuffs, and roomy pockets. Waist is cinched by an easy self-fabric belt. Note the saddle-stitch trim. 12-44, 50c.

4019 — The suit to wear under it has a pencil-slim skirt, a jacket with real couturier touches. Two pockets near the shoulder; larger versions on the hips. 12-20, 50c.

Dressed for now – and seasons to come

8473 — The sheath dress takes cover with the bolero for street wear. Note the triangular arrangement of the buttons on the jacket, the smooth diagonal closing, the V-neckline to fill in with a soft scarf and flatter the face; best of all, the cropped length to play up a slim midriff. The sheath itself, sleeveless with a slim peg skirt, an easy slit neckline, a tiny collar. Both, sizes 12-20, 50c.

8473

8496

8496 — A dress and jacket go together to look for all the world like a suit. The jacket has all the earmarks of fine tailoring — the nipped waist, slim sleeves, contrast collar and cuffs. The middy dress moulded smoothly to the figure for sleek fit, has cap sleeves, a softly rounded collar. The skirt's a gathering of easy unpressed pleats flowing from a neat hipline. Both, in sizes 11-18, 50c.

4157

4157 — Three sound steps to a basic costume: skirt, overblouse and cardigan jacket. The skirt has pleats for easy walking — a yoke to slip smoothly under the fitted overblouse and allow for the play of the free-swinging cardigan. Note — the cuffed hip on the middy; contrast facings throughout; the effect with and without a belt. Both, 11-18, 35c.

4172

4172 — Photo: the redingote with princess lines closing to a high V-neck with La Mode buttons. The dress — sleeveless, a high crossing surplice line, softly rounded skirt. Arthur Heiman's "Wongobest" plain and printed rayon shantung. Both, sizes 11-18, 50c.

Accessory information pg. 70. Backviews pg. 76. Yardages pg. 78. All Simplicity Patterns are printed,

WINGATE PAINE

Dressed for now— and seasons to come

4174

4174—Photo: a cardigan of Security worsted jersey makes a sweater look ensemble of a silken shirtwaist dress. The dress has a soft throatline bow, and tucked bodice; knife pleats frame the skirt front. A Talon "Seam-Thin" zipper is used for the placket. Cohama's printed silk shantung. Armo Evershape interfacing, BGE buttons. Sizes 12-20, 50c.

4022 — A fitted coat of such elegance that a nipped waist, buttons, and wide cuffs at the wrist are ample punctuation. 12-42, 50c.

4094—Under the coat—a dress marked with the surplice, wrapped high at the waist with a cummerbund. Gentle flaring skirt. 11-18, 35c.

Backviews pg. 76. Ydges. pg. 78. Accessory information on pg. 70.

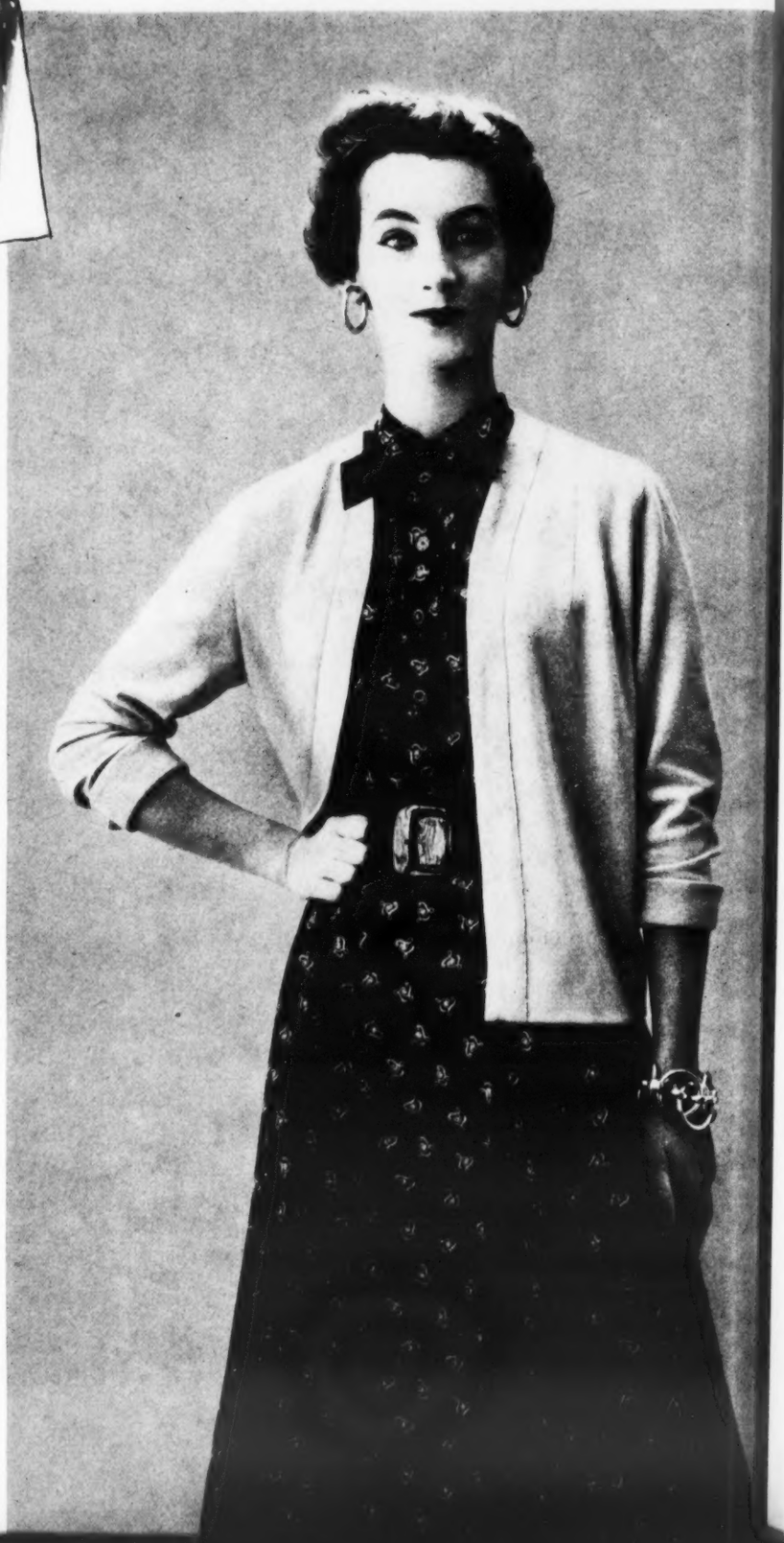
All Simplicity Patterns are printed.

4022

ROSMINI

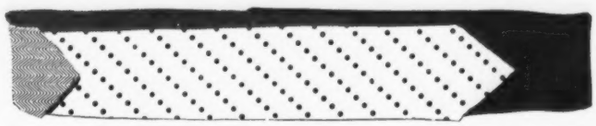
4094

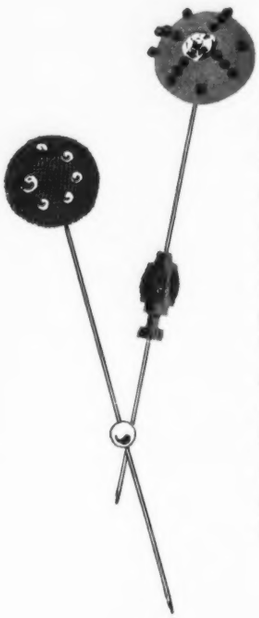
WINGATE PAINE



Fads and Fancies

Three four-in-hand neckties are required for this next cutie. With the lining still in the ties, clip off the narrow ends — the wide part is all you will need. Lap the wide part of one tie over the clipped end of the next and tack in place. Do this to all three and fasten the last one with a hook and eye. If you haven't already guessed what you've made — it's a cummerbund, if you please!





The million dollar look for just a few cents. You can make a gold stick pin with which to anchor your scarves or ribbons. Cover a small flat decorative button with colorful silk. Sew a rhinestone to the center of the button. Remove the rounded top of a hat pin and insert the pin shaft in the back of your decorated button. Sew it firmly into place and just for added security, squirt a bit of glue or cement inside the button to hold the pin to the material.

Anxious to own a monogrammed fob pin? Simply cover a large buckle with brilliant taffeta, but do not cut out the pieces for the belt to run through. Make your own monogram by sewing on pearls purchased in the five and dime store — or just dress it up with glitter. To add importance to the piece, make a fob backing from a length of matching fabric 1 and 3/8" wide. This is done by forming a double loop at one end of the strip, and pointing the other end. Attach to the buckle and sew a pin-back to the underside. Wear this as a pin, dangling from a belt, as a fob or as a necklace pendant from a strand of pearls. The base for the buttons and buckle are Prims and can be purchased in the five and ten cent store or at notions counters. These gadgets are fun to make and chic to wear.

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Acetate and Rayon

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Save more than an hour's sewing time!

Nothing to sew!
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Simplicity Pattern
No. 4136

DOT SNAPPERS KIT
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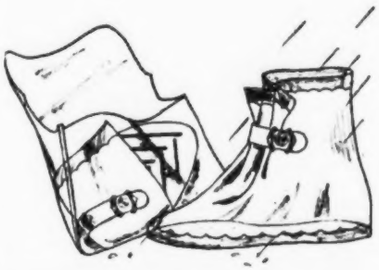
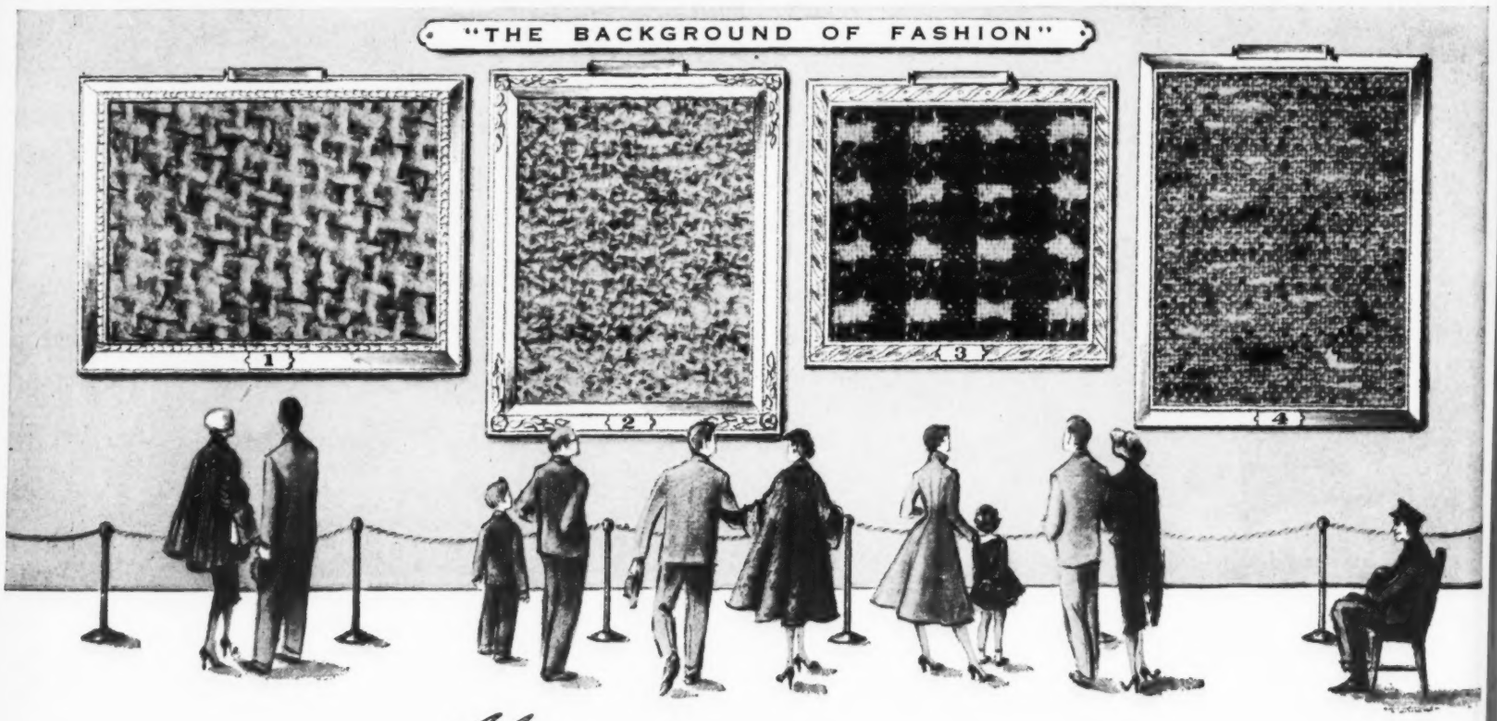
Light and Bright Rainwear

Ward-off Spring showers with attractive rainwear — boots that can be worn year 'round.
Left: 100% nylon water-proof boot, slide fastener closing. Available in two heel heights.
By U. S. Rubber Co.
Approx. $6.95

"Gaylites" lightweight latex boot. Easy to slip on and off — fits many heel heights. Self adjusting ties. Available in black, brown, gray and red.
By U. S. Rubber Co. Approx. $2.95



"Rainpals" transparent plastic boot and carrying case — fits conveniently into purse. The anti-skid soles are reinforced for long life. Adjustable ankle strap. By U. S. Rubber Co.
Approx. $1.95



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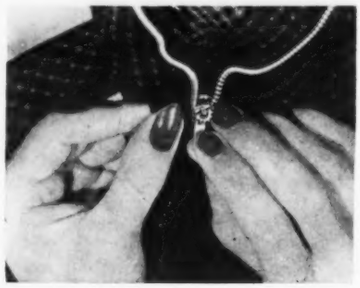
Anglo Fabrics

First Aid for Ailing Zippers

If you've ever had trouble with a zipper, chances are something's been wrong with the slider — the little part that moves up and down. Rather than go to the bother of putting in another zipper, you can now mend the old one by replacing the slider with a brand new gadget available for 29c at notion counters throughout the country.



It's called the *Freed'm Zipper Repair Kit* and it comes with two sliders and complete instructions, as well as a special tool for speedy removal of the old slider. Each Freed'm slider has a little magic dial which makes it easy to attach. Turn the dial on the slider to open the jaws, place it on the zipper so that it sits firmly on the teeth and lock it into place. It's all in the directions and should your zipper ever catch, snag, jam, slip, or fail a twist of the dial will set it right.

Reeves Erenmade fabrics

Lovely to look at and wonderful in performance . . . these fine fashion fabrics that bear the name Reeves-Erenmade. Very new are Reeves-Erenmade "Crispette" cottons, light as spring leaves, in mirror-smooth, wrinkle and soil resistant Everglaze.® Equally tempting are new patterns in Reeves-Erenmade famous Victorian prints, chambrays, broadcloths and tissue piques. Look for the name—Reeves-Erenmade—at your neighborhood store. Reeves-Erenmade Division of Reeves Brothers Inc., 54 Worth Street, New York.

HANORA'S 100% Orlon* fabrics ARE COMPLETELY WASHABLE

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no pressing

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Toss into your Bendix or wash by hand... rinse... hang up to dry. No dry cleaning or pressing costs.

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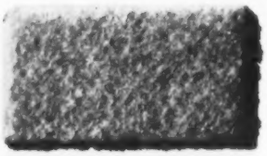
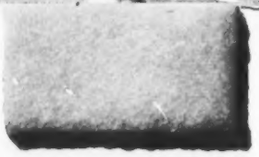
they're truly "dream" fabrics. Dreamily soft and fluffy, wonderfully weightless. Takes less yardage. Cuts without waste, sews without fuss. Make your own high fashions at about half the cost of ready-to-wear.

Lovely Spring shades... at your favorite fabrics counter or write us for nearest dealer's name.



42" Nyora (Orlon and Nylon.) Suitable for skirts, coats, and dresses.

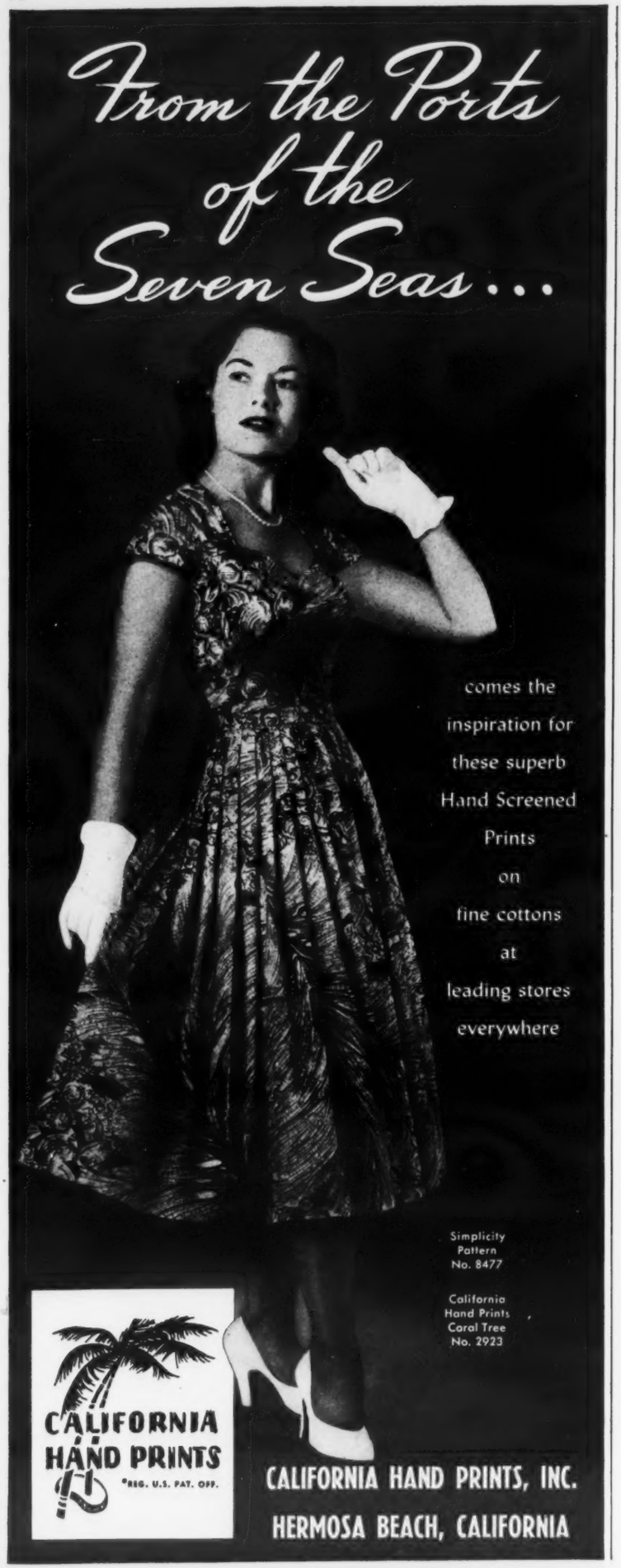


52" Fleece Orella in Simplicity Skirt pattern #4012; (about 2-1/8 yds.)

52" Ribbed Orlon in Simplicity Jacket pattern #4191; (about 2 yds.) Orlon lining and facing; (about 2-1/4 yds.)

*Du Pont acrylic fiber.

HANORA
fabrics co. inc.
1412 BROADWAY NEW YORK CITY



A Place To Sew

Courtesy Singer Sewing Machine Co.

Courtesy White Sewing Machine Co.

Courtesy Necchi Sewing Machine Co.

These days the woman who sews is generally as fashion-minded about the decor of her surroundings as the wardrobe she wears. Just as her accessories have to be "perfect" with her costume, she is coming to expect that any home appliance she buys be in harmony with the color and furnishings of her home.

This is, perhaps, especially true of her sewing machine and the sewing machine companies are doing everything possible to see that she gets what she wants. Although the performance and efficiency of the machine itself will always be most important, no one needs to buy a machine that she feels will not add to the beauty of her home just because she feels it will do sewing tasks better.

With the list of sewing machine accomplishments growing longer daily, manufacturers are giving added attention to the styling both of the cabinets and the sewing machines themselves.

This means that sewing machines are more attractive to look at and better designed with an eye to the user. Surfaces are smoother—lighting better placed, storage space for attachments and sewing materials often built right into the machine.

News for the home dressmaker who is cramped for space is particularly good. Almost every manufacturer is aware that many of his consumers must keep their machines out of sight except when actually in use, and many are putting out portable models that can easily be kept in a closet. One machine we know of weighs just eleven pounds, can be used on all but the heaviest fabrics, and comes in a case about a foot long complete with a tray in the top for its attachments. You can buy a card table with it, with a panel for the machine to slide into, that folds up when not in use for easy storage. Another lightweight machine we've seen has convenient built-in drawers and is easily transportable to the terrace on sunny days. This comes in a handsome checked case that could double as an overnight case on a holiday weekend. This is also a particularly good bet for the resourceful college girl who makes her own clothes.

The end-table cabinet is another

A Place To Sew

approach to the portable problem. Many women prefer to house their portables in cabinets which round out the furniture in a given room instead of hiding them away.

For the woman who has room for a cabinet model there is an endless variety of styles readily available. Designs run the gamut from sleek modern in blond finish woods to the more traditional lines of the Colonial and Queen Anne periods, and you have your choice of desk, console, table or cabinet exteriors. Most of these are available with matching stools and one model we know of has an attached stool which swings out from the cabinet with ample drawer space underneath.

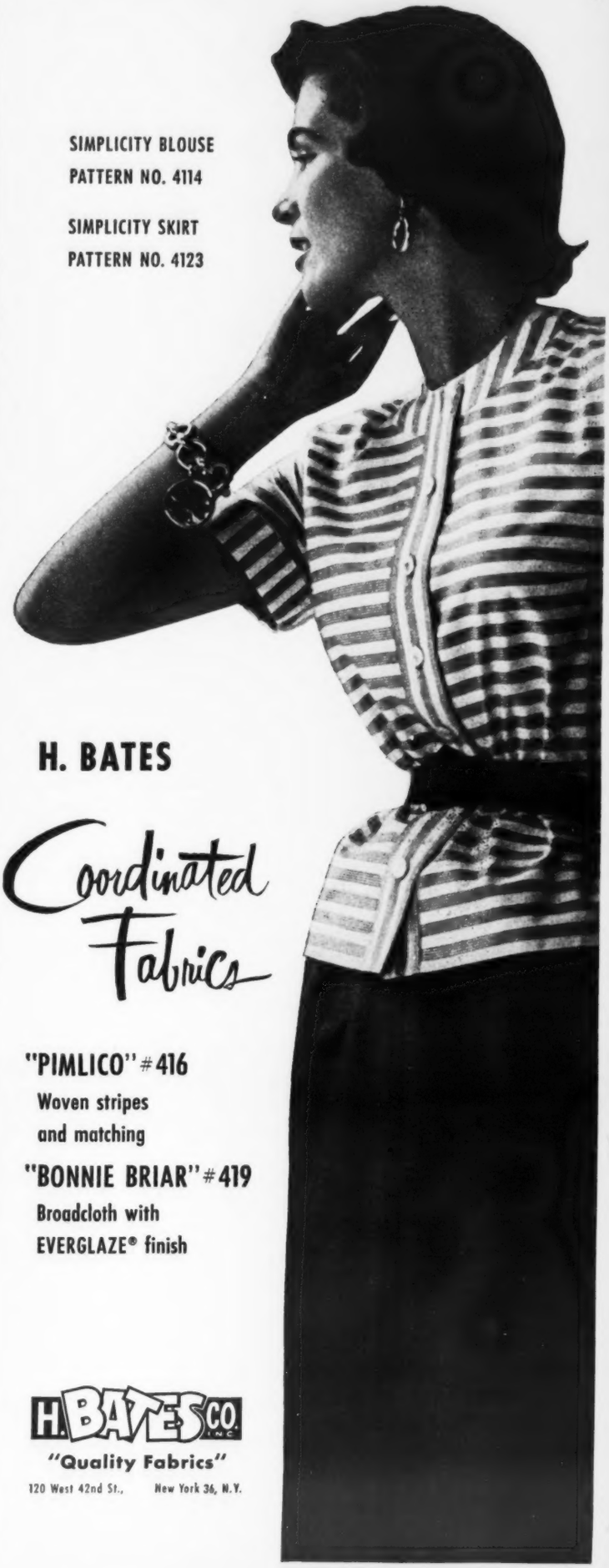
If you've been looking for the perfect piece of furniture to set off the deep leather chair in the den, there are any number of desk models available. These provide both the drawer and writing space needed for correspondence and folding leaves to work on when the machine head is exposed and you are sewing. In general these are desks of the knee-hole variety to assure a comfortable working position. They are available in many finishes and in designs appropriate to any decorating plan.

One last word on decor: clutter can ruin even the prettiest room. Besides being hard on everyone's sense of order, it frequently cuts down on your sewing efficiency. Even if you can't have a separate, specially executed sewing room, a little planning on your part can often keep the room neat and save you time in the bargain. Try to put your machine near the center of ironing activities; this will save you many steps, and by all means have a shelf nearby at easy reach. Transparent icebox dishes are wonderful for housing notions and cup hooks make handy anchors for your shears. A spool board is another good idea if you have the room, and some sort of filing system for patterns is almost essential. A closet shoebox on its side with its drawers changed around is excellent. These can be purchased in various handsome colors and materials and are much more flattering to your room than an austere metal cabinet. Attractive blanket boxes to match are ideal for storing extra fabric.

Courtesy Pfaff Sewing Machine Co.

Courtesy Bernina Sewing Machine Co.

Courtesy National Sewing Machine Co.



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FASHIONS-BY-THE-YARD

featuring Sanforized, wrinkle-resistant ginghams... and a wide range of terry cloths...*

Blouse — Simplicity Pattern No. 8474
Shorts — Simplicity Pattern No. 3578

Simplicity Pattern No. 8474

Choose the same Mooresville Fabrics used in smart ready-made fashions! Next time you're in your favorite fabric department, ask particularly to see the vibrant plaids in Mooresville's Sanforized, fast-color, wrinkle-resistant ginghams. And don't miss Mooresville's new terry cloth, woven just for fashion use, in the world's whitest white, most beautiful pastels and arresting novelty patterns—even *Sanforized!* All yours for better sewing.

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Accessory Information

Here is a listing of the accessories used to complete the costumes in this issue and the page numbers on which they are featured. The New York address of each manufacturer is given. Write to him; he will tell you what store in your vicinity carries the merchandise. Don't order from him; his is not a retail business and he is not equipped to serve you.

Belts

Annette Belts 12 West 37 Street	Pg. 38
Calderon Belts 389 Fifth Avenue	Pgs. 22, 23, 24, 25, 28, 32, 33, 35, 36, 37, 38, 39, 53, 54, 55, 56, 64

Gloves

Dawnelle Gloves 16 East 34 Street	Pgs. 24, 31, 34, 38, 39, 60
Superb-Crescendoe Gloves 240 Madison Ave.	Pgs. Cover, 22, 27, 30, 31, 50, 54, 55, 63

Hats

Dani Hats 15 West 39 Street	Pgs. 35, 60, 63

Handbags

Coronet Handbags 6 East 32 Street	Pgs. 31, 52, 58, 58, 63
Ronay Handbags 1 East 33 Street	Pgs. 27, 36, 37
Roger Van S. Handbags 11 West 32 Street	Pgs. 30, 31, 36

Jewelry

Accessocraft Jewelry 389 Fifth Avenue	Pgs. 22, 24, 25, 29, 39
Bill Agnew Jewelry 11 West 32 Street	Pgs. 28, 29, 35
Monet Jewelry 6 West 32 Street	Pgs. 22, 23, 24, 25, 27, 30, 31, 33, 36, 37, 38, 64
Richelieu Pearls 389 Fifth Avenue	Pgs. Cover, 22, 26, 32, 39, 50, 58, 63
Trifari Jewelry 16 East 40 Street	Pgs. Cover, 24

Scarves

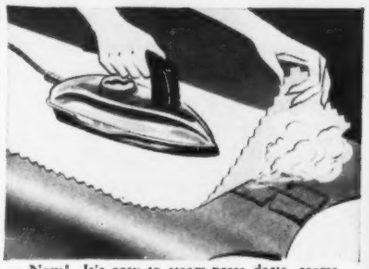
Echo Scarves 485 Fifth Avenue	Pgs. 22, 25, 35, 56, 60

Hosiery

Glen Raven Hosiery
265 Madison Avenue
featured throughout the issue

Here's the Pattern for Better Home Sewing!

Press as You Sew!
with the WEAVER
PRES KLOTH
Original Chemically Treated Pressing Cloth



Now! It's easy to steam-press darts, seams, hems, pleats and entire garments with the Weaver Pres Kloth. Gives a professional steam press with a dry finish. Safe to use on any fabric. Use any iron, dry or steam. No stick! No shine! It's a must for home sewing.

For pressing hard-to-reach places... shoulders, fancy sleeves, collars, etc. . . . use the Weaver Pres Mit, (79c) or Pres Mit, Jr., (39c). Ask for these Weaver products at your department store or at any Singer Sewing Center. If not available locally send remittance with order to . . .

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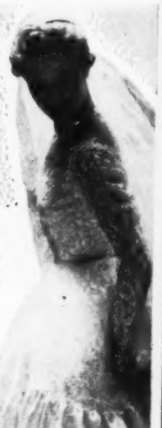

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Hair Grooming

Spring's on the way, with lots of sunshine to gleam your hair. Proper care will keep your locks lovely through the new season.

FIRST STEP: Hair beauty depends on health and cleanliness. Brush and massage your scalp regularly. Shampoo your hair once a week with a mild lotion-type shampoo. "White Rain" is one such lather. Follow closely the directions on your bottle of shampoo. Thorough rinsing assures shining hair.

SECOND STEP: Your hair is apt to be dried out and brittle after a season in steam heated rooms. Recondition your hair after each shampoo with a creame rinse. "Toni Creame Rinse" treatments will take away any "frizzy" look, reduce breakage of hair, and keep split ends from splitting further.

THIRD STEP: Now for the permanent curl your hair needs. A self-neutralizing home permanent kit "Prom" gives a lasting, well fixed curl. For a special booklet on Spring hair styles write to: Jan Randall, Prom Cosmetics, Merchandise Mart, Chicago 54, Ill.

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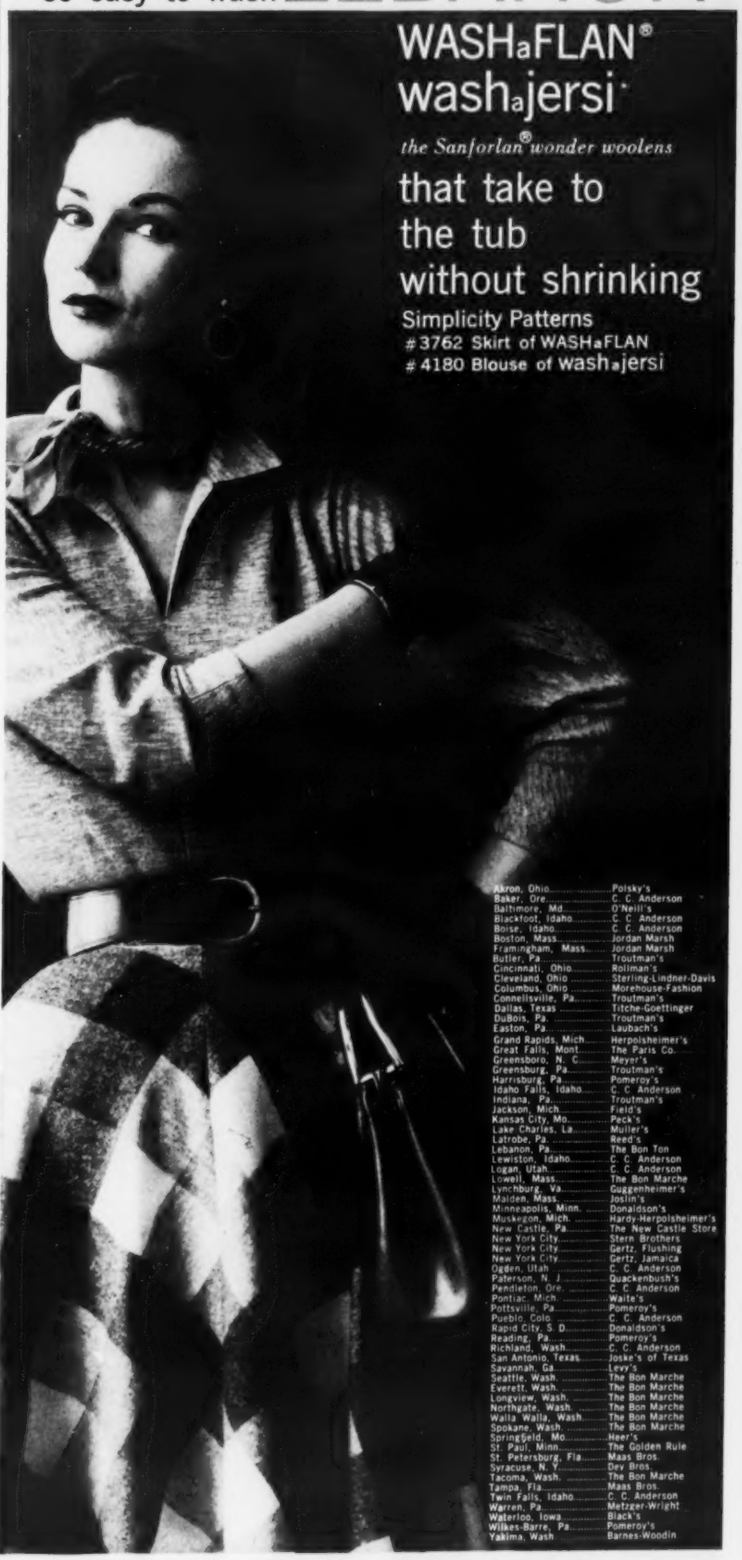
so easy to wash LEBANON



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Cincinnati, Ohio	Rollman's
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Spokane, Wash.	The Bon Marche
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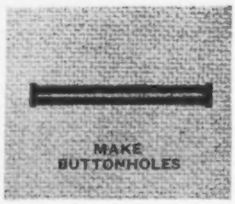
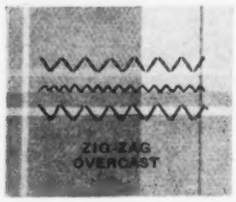
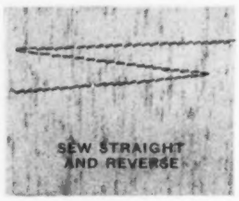


PLM
MONOGRAM





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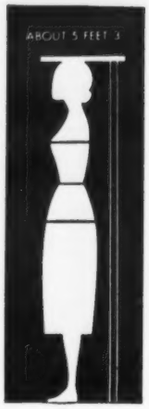
For Half-Sizes



Half-size patterns are designed for the shorter than average figure. Patterns include sizes 12½ through 24½. These patterns are shorter waisted, narrower in the shoulder, but wider in the waistline.

A dress with crisp, clean lines — pin-tucks, flattering collar, and a gored skirt. Schwarzenbach's "Erin Sheer". 4091, 12½-24½, 35c.

The suit with a sculptured line. Nipped waist and roomy pockets. Hanora's Orlon and nylon "Nyora". 4121, 12½-24½, 35c. Buttons by Costumakers.

A graceful silhouette, the V-shaped neckline filled in with jewelry. Skinner's printed rayon crepe. 4147, 14½-24½, 35c. All belts are Bac-A-Belt. All Simplicity Patterns are Printed.

For Women

Women's patterns are designed for the fully developed figure. They are longer in the waist and skirt than those for the half-size figure. Most Misses' and Women's patterns range in sizes 12-46.

A trim suit with classic lines, flared skirt. The crisp collar and cuffs are detachable. Dan River's acetate rayon suiting. 4183, 12-42, 50c.

A dress that's sure to flatter you. Note the gently draped bodice and easy skirt. Burlington's "San Chu" rayon crepe. Costumakers buttons. 4145, 12-42, 50c.

A fresh and appealing look to a basic afternoon dress. Ross & Oberleder's "Roleda" washable linen-like rayon. 4182, 12-42, 35c. Belts by Bac-A-Belt. All Simplicity Patterns are Printed.

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in the making . .
so beautiful
to see . .

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3. Supertint*. . . Everglaze* imported Swiss cotton with an embossed pattern. Anti-crease, pre-shrunk†, spot and soil resistant.

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New and News!

EVERGLAZE®
Dura-Pleat

a durable pleated cotton cloth

The right fabric for your spring wardrobe—"Everglaze" Dura-Pleat for a dress you'll live in—right through the summer. Enjoy the wonderful washable, easy-to-care-for ways of Dura-Pleat. Sews like a dream; washes in an instant; requires little or no ironing; is guaranteed wrinkle, shrink and stretch resistant. Its intriguing surface pleating is part of the fabric—lasts always. Your choice of white, blue, pink, aqua, maize, sea green, gold, mauve rose, bright lavender, coral rose, Norway blue, Swiss pink, candy lime, navy, carioca green, tomato red, and charcoal—at your favorite store.

Simplicity Pattern 4197

xkumagic fabrics EVERGLAZE ©JOSEPH BANCROFT & SONS CO.

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Just for Fun

Our tucked shirtwaist with French cuffs is just that much smarter with square smoked pearl cuff links and studs by LaMode — available at stores everywhere. The blouse, with tucking back as well as front: 3681, sizes 12-20, 25c. All Simplicity Patterns are printed.

Hooks and eyes are taking full part in the fashion picture. We've seen gay plastic ones in crimson on felt bags; shiny brass ones on leather belts, but we think these in rhinestone by LaMode are the most glamorous yet. We've put them on a cummerbund; you probably have ideas of your own.

GALEY & LORD, 1407 BROADWAY, NEW YORK

Two-way Sweater

A versatile sweater — wrap the turtleneck high for a perfect top for sportswear. With the turtleneck turned down across your shoulders, it's dressy enough to wear for evening.

Knitting Instructions

The materials you'll need are: five skeins of 1 oz. Chadwick's Red Heart Sock and Sweater yarn; one pair of No. 3 knitting pins.
Gauge: 7 stitches make 1 inch; 11 rows make 1 inch.

Sizes	12	14	16
Bust	32″	34″	36″

Back: Cast on 112 120 128 sts, starting at lower edge.

1st row: Knit across.
2nd row: K 1 * p 2, k 2. Repeat from * across ending with p 1.
3rd row: P 1, * k 2, p 2. Repeat from * across ending with k 1.

Repeat 2nd and 3rd rows alternately for pattern until piece measures 28″ for size 12; 29″ for size 14; and 30″ for size 16. Bind off in knitting.

Front: Work same as for back. Starting at lower edge, sew side seam 13″ for size 12; 14″ for size 14 and 14½″ for size 16. Leave seven inches open for armhole. Sew remaining side seams for shoulder seam and collar.

"And never a button to Sew...

because they all have

GRIPPER® FASTENERS!"

BRAND

GRIPPER Fasteners eliminate the tedious job of button-hole making and are very easy to attach (you need only pencil, spool and something to tap with). They won't pop off, chip or break — outlive the garment itself! Choice of two sizes at notion counters everywhere. 25¢ per card of 9.

OAKVILLE COMPANY DIVISION
Scovill Mfg. Co., Waterbury 20, Conn.

® BY SCOVILL MFG. CO.

Why pay 3 times the price? You cannot buy better quality than

Serval ZIPPERS

...only 10¢

Only Serval Zippers give Dressmakers and Home Sewers all these quality Guarantees

REPLACEMENT OR REFUND OF MONEY — Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN

AMERICAN INSTITUTE OF LAUNDERING — CERTIFIED WASHABLE

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Each Zipper in Cellophane package.

Serval SLIDE FASTENERS, INC.
Flushing, New York

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FRONT COVER

BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE

No Previous Experience Needed to turn out ELEGANT CLOTH COVERED BUTTONS—by Machine The Professional Way!

Height 22" Weight 13 lbs. Compare Size!

COVER BUTTONS

Machine covering is FASTER, EASIER and covers are cut on machine, not by scissors. Buttons are TIGHTER, MORE ECONOMICAL . . . button molds cost only around 4c to 5c per DOZEN.
"HANDY" No. 1 Machine, cutting attachments, dies for size 24 Half Ball and Two-Tone button illustrated . . . with 60 dozen molds:

$17.30 complete

FREE — with your order a beautiful etched-aluminum "We Cover Buttons" sign!

These machines are in use by professional button coverers and dress factories thru-out the world. The same machine will cover any style and size of button on the market upon adding inexpensive dies and molds at any time. Eyelets, Snap Fasteners and Nail Heads can also be attached with the "HANDY" machine.

COVER BUCKLES

Hand outfit includes molds for 288 buckles assorted in 12 styles, 40 yards adhesive gutta-percha for lining . . . No pasting required **$14.00** complete

ATTACH SPARKLING RHINESTONES

The latest vogue. Attach them quickly by machine. No. 4 Rhinestone Machine $6.00
1 Gross Size 20 White Rhinestones and settings 2.15
complete **$8.15**

Send 25% with order, balance C. O. D.

HANDY BUTTON MACHINE Co.

2259 S. Rockwell St. CHICAGO 8, ILL. — 319 W. 37th St. NEW YORK 18, N. Y.
1126C S. Los Angeles St., Los Angeles 15, Calif.
Add 15% when shipped from Los Angeles.

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AN EXCLUSIVE PLAN NOW SERVICING MEMBERS IN MORE THAN 6,000 CITIES AND TOWNS THROUGHOUT THE NATION. AS A MEMBER OF THIS CLUB YOU ARE ENTITLED TO:

1. Booklet of fashion-fabric swatches EVERY TWO WEEKS for a year. (Cottons, woolens, rayons, silks . . . from famous mills.)
2. Order ANY FABRIC you desire from swatch booklets at any time. This service will SAVE you valuable TIME . . .and MONEY!
3. Use our FABRIC MATCHING department for hard-to-match materials.
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5. Receive rebate coupons with every purchase to apply against further purchases. PLUS advance notice of our fabric sales and MANY EXTRA SERVICES.

Send in . . . TODAY . . . your membership fee of only $3.00 which you may DEDUCT from your first order. Complete details accompany your membership card.

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CLIP COUPON AND MAIL TODAY!

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I would like to be a member of DMAB and am enclosing $3.00 which I understand I may deduct from my first order.
Enclosed find:
CHECK..... MONEY ORDER..... CASH.....
NAME ..... *Please Print* .....
ADDRESS .....
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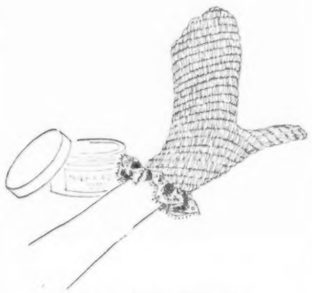
Sleeping Beauties

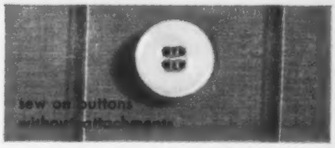
Bedtime aids — by Kleinert's, for comfort and beauty.

An elasticized "Pucker Nite Cap" to hide your pincurls. Keeps your hair free from dust when cleaning, too! Available in white, and in pastel colors. $1.

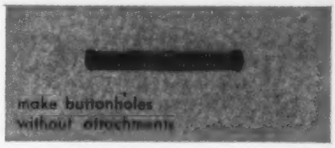


Slip on these attractive "Pucker Mitsies" over your lotioned hands at night. They'll keep your bedlinens clean. Try wearing for dusting. White, pink or blue. $1.

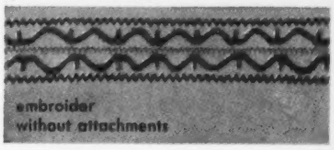
"Pucker Bedtimers" a comfortable cover over bare feet. Double as footwarmers to bed. White, pink, red, black. $1. Kleinert's accessories are sold at notion counters everywhere.



will your sewing machine

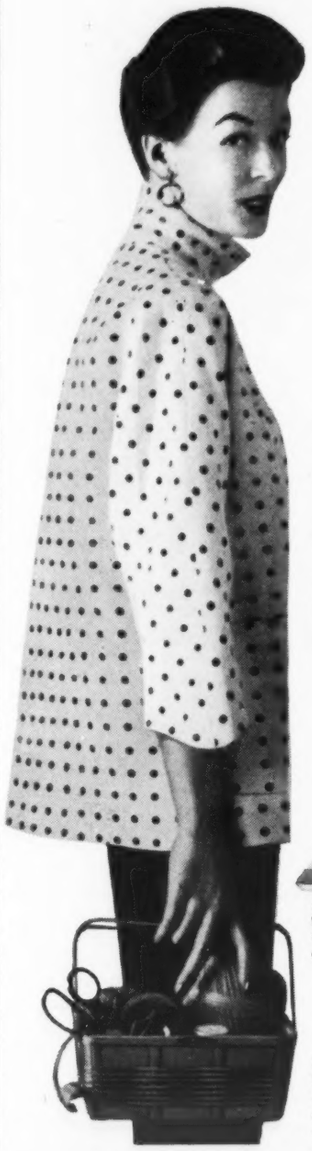


do all these things



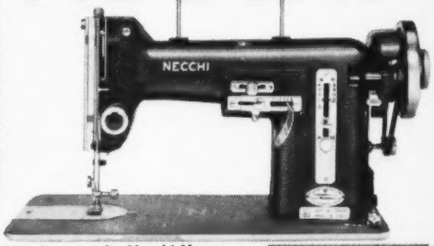
without attachments?

The Necchi will do *all* your finishing—even blind-stitch hems, overcast seams, embroider, mend and darn, sew forward, back and zigzag—without attachments! It makes the toughest sewing project easy even for a beginner. Be sure to see a demonstration of the amazing Necchi soon.



you'll do them all without attachments... on the amazing

NECCHI



Ask to see the Necchi Nova—the 1953 Custom Deluxe Model, with over 200 engineering improvements!

Guaranteed by Good Housekeeping

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515 West Webster Street, Chicago 14, Ill.
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Look up your local Necchi Sewing Circle. And to be sure of getting the Necchi guarantee, ask to see the 1952 Necchi Dealer's Certificate on display. Parts and services for the Necchi are available everywhere.

APPROXIMATE YARDAGES

All Simplicity Patterns are *Printed.* Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size		Yards	Width
2933	44	4	blouse	⅞	35"
			jumper	⅞	54"
3556	32	14	dress	3⅞	35"
			contrast	1	35"
3757	44	4		1⅝	35"
			contrast	⅜	35"
3761	25	med		6⅝	35"
3774	39	26		4⅜	35"
3789	31	14		3⅜	54"
3798	56	28		2⅞	35"
3841	56	28		3¾	35"
3848	53	16		4⅞	39"
3881	39, 56	28		2⅝	35"
3891	38	16		1¾	35"
3935	44	4		2	35"
			contrast	1¼	35"
3942	54	14		4¾	35"
3958	48	12		2⅝	54"
3959	46	10		3½	35"
3975	56	16	lengthwise stripe	2	35"
3978	56	16		6⅛	35"
3980	26	14		1⅜	54"
3980	39	14		2⅜	35"
			dickey	1	35"
3980	56	14		2	35"
3983	38	26		1⅝	35"
3987	47	10		2½	35"
3991	44	4	jacket & skirt	1⅞	35"
			contrast	⅞	35"
3992	44	4		1⅝	35"
3995	48	12		4⅛	35"
4000	55	16		3⅞	39"
			contrast	1⅛	39"
4008	51	16		⅝	39"
4010	29	16		2½	35"
4011	56	28		1¾	39"
4012	56	28		3	35"
4014	56	16		2⅜	35"
4019	61	16	skirt	1⅞	54"
			jacket	1¾	54"
4022	64	16		4⅜	54"
4024	44	4		1⅞	54"
4027	47	10		2⅝	54"
4028	47	10		1⅞	54"
			contrast	½	35"
4029	46	10	blouse	1⅝	35"
			weskit	¾	35"
			skirt	2	35"
4038	55	16		4⅞	35"
4055	45	4		2⅛	35"
4080	37	16	jumper	1¾	54"
			blouse	1⅜	54"
4083	56	28		2⅞	35"
4093	42	14		4⅛	35"
4094	55	14	lengthwise stripe	4⅝	35"
4094	64	14		5	39"
4101	42	10		3⅛	35"
4109	53	14		3¾	44"
4114	56	16	striped fabric	1⅞	35"
4123	56	28		2¼	35"
4135	45	4		4⅛	39"
4136	43	4		1½	35"
			contrast	1	35"
4138	43	16		3⅞	35"
			contrast	1½	35"
4139	43	one size	child's apron	1¾	35"
			misses' apron	3¼	35"
4143	55	16		4¼	35"
4145	52	16		3⅜	39"
4153	22, 25	14		3⅛	54"
4153	23	14		4¼	35"
4154	52	14		2¾	44"
4155	48	12		6¼	35"
4157	63	14		3¾	54"
			contrast	⅞	54"
4158	24	16		2⅜	35"
4158	56	16		2¼	35"
4159	56	16		2⅛	39"
4161	47	10	dress	3⅜	35"
			petticoat & dress trim	2¼	35"
4162	46	10	dress	3¼	35"
			petticoat & collar trim	2⅞	35"
4163	47	10		1¼	35"
4164	47	10	pedal pushers	1¾	35"
			weskit & facing for pedal pushers	1⅜	35"
4165	23	14	striped fabric	1⅝	35"
4165	24	14	¾ sleeves	1½	54"
4165	24	14		1⅜	35"
4168	47	10	dress	2⅝	35"
			jacket	1	54"
4169	45	2		1⅝	35"
4170	61	16		3½	54"
4171	26	14	jacket	1⅝	54"
			skirt	1	54"
4171	26, 27	14	jacket & skirt	2¼	54"
4172	63	14	dress	3¾	39"
			coat	5⅝	39"
4173	54	16		4¾	39"
4174	64	16	sleeveless dress	3⅛	39"
			jacket	1¼	54"
			dress with sleeves & jacket	5	39"
4175	33	16		2¾	44"
4176	61	16		1½	54"
4177	59	16	jacket	2	54"
			skirt	1⅝	54"
4177	60	16		2⅝	54"
4179	38	28		1⅝	54"
4180	26	16		1⅞	35"
4180	38	16	¾ sleeves	1⅜	54"
4180	39	16		1⅞	35"
4181	19	16		4⅜	39"
4181	32	16		3¼	54"
4183	59	16		2⅞	54"
4184	48	12	lengthwise stripe	3¾	35"
4186	54	14		5	35"
4188	54	14		4¾	35"
			dickey	¾	35"
4189	35	14	dress	2⅞	35"
			jacket	1¼	35"
4190	27, 29	14	sleeveless blouse	⅞	54"
4190	28	14	long sleeve blouse	1⅜	54"
			overblouse	1⅜	54"
4190	29	14	overblouse	2	35"
4191	30, 59	14		3⅜	54"
4191	31	14		2	54"
4194	56	16		1½	35"
4197	36, 37	14	dress with bow at neck	4¼	35"
			turtle neck dress	5⅜	35"
4199	46	10		1¾	54"
4200	45	4		2⅛	35"
4202	34	16	dress	1⅞	54"
			jacket	1⅞	54"
4208	36	14		3¾	35"
4222	35			see pattern envelope	
4223	59, 60			see pattern envelope	
4224	58			see pattern envelope	
4230	50			see pattern envelope	
8409	51	16		3⅝	35"
8422	61	16		2¾	54"
8460	52	16		3¼	39"
8464	60	16		3⅝	54"
8473	62	16	dress and jacket	4⅛	39"
			dress	2¾	39"
8477	51	16		4⅝	39"
8489	60	16		3¼	54"
8490	59	16		5½	54"
8496	62	14	lengthwise stripe dress	4⅛	39"
			jacket	2	39"

New... SHOES-TO-MATCH MADE TO ORDER *in all sizes*

Classic Pump Medium Heel

Here's exciting fashion news! Smart footwear of finest quality . . . made in your own fabric, or our leather to match your costume . . . only possible at these remarkably reasonable prices because you order direct from the maker.

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Classic Pump, Sandal or Sling, open or closed toe, high or medium heel. Specify size and style when ordering.

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Send check or money order. **Sorry, no C.O.D's.** *Add 25¢ for postage. Allow 2 to 3 weeks for delivery.*

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Simone shoes to match

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This looks like an old parlor trick; it's really very simple. Spread hankie out, grasp at center, and run through your hand for a crisp nosegay effect.

Dainty hankies make the prettiest of trim for a half-slip. Four sewn onto a batiste foundation edge the skirt: slits at the sides allow for walking ease.

you can save $3.50! by making your **new purse** yourself . . . **$1.50**

- $5 value for
- an easy pattern
- "store bought" look
- tax-free

$1.50 ppd.

frame-n-all

To make the above handbag, you need only ½ yard each of 18" outside material, lining and interlining, and the FRAME-N-ALL, a complete instruction kit, which includes:

cut-out pattern for handbag; simple illustrated cutting and sewing chart; 9" Vanity Frame; double-sided tape.

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I want the FRAME-N-ALL for $1.50 ppd.

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cash ☐ check ☐ money order ☐

now! TEMP-RESISTO*

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Guaranteed by Good Housekeeping

year 'round weather-comfort by the yard!

the miracle metallic insulated lining in gleaming satins and taffetas woven of *Celanese* Acetate

cooler when it's warm in the sun... added warmth in cold weather

The country's most important fashions are using Temp-Resisto . . . the invisible metallic insulation that gives you the longer, season-spanning wear that makes the garment you line with Temp-Resisto the best investment ever! Temp-Resisto cuts, sews, drapes and presses beautifully . . . its light weight means less bulk, greater freedom of movement . . . and because of its porous construction your body can "breathe." What's more, Temp-Resisto's miraculous ability to *adjust automatically* to *all* changes in temperature withstands even repeated dry cleanings!

NOW AVAILABLE IN 24 LUXURIOUS SHADES OF 45" IRIDESCENT TAFFETA AND IN 22 RICH SHADES OF 41" SATIN, PRICED AT AN UNBELIEVABLY LOW $1.98 PER YARD AT OVER 1,000 LEADING DEPARTMENT AND SPECIALTY STORES THROUGHOUT THE COUNTRY!

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Durham, N. C.	Ellis Stone Co.
El Paso, Texas	Popular Dry Goods Co.
Erie, Pa.	Erie Dry Goods Co.
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New York, N. Y.	R. H. Macy
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Philadelphia, Pa.	Strawbridge & Clothier
Philadelphia, Pa.	John Wanamaker
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Portland, Ore.	Olds & King
Providence, R. I.	Heller & Michaelson
Pueblo, Colo.	Dincler's Fabrics
Richmond, Va.	Miller & Rhoads
Richmond, Va.	Thalhimer Bros.
Rochester, N. Y.	McCurdy & Co.
Rochester, N. Y.	Sibley Lindsay & Curr
St. Louis, Mo.	Stix, Baer & Fuller
St. Louis, Mo.	Welek's
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San Diego, Calif.	Walker-Scott
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Sioux Falls, S. D.	Faytle Bros.
Spokane, Wash.	Spokane Dry Goods Co.
Toledo, Ohio	LaSalle & Koch
Topeka, Kan.	Pellietier Stores
Tulsa, Okla.	Will Rogers Store
Washington, D. C.	Kann's
Washington, D. C.	The Yardstick
Waterbury, Conn.	Bedford, Inc.
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how to choose *the right* shoulder shape
for soft, smooth flowing lines

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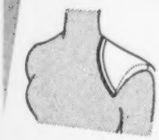
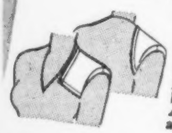


For classic tailored shoulder line in dresses, suits, and blouses, Seely square edge shoulder pads are just right with set-in sleeves.

RAGLAN

For soft, natural shoulder line in dresses, suits and blouses. Seely natural rounded shoulder pads are just right with Raglan sleeves.

LEFT'N RITE



Perfect—Seely custom-mold LEFT 'n RITE Shoulder Pads are designed with full front to fill in hollow, tapered back to smooth out line. Available in tailored and raglan styles.

Simplicity's Designers and Top Manufacturers prefer

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shoulder pads

Whatever you prefer—there's a custom-molded Seely Shoulder Pad for you! Sew-in,-snap-in or bra-strap styles. All Seely Shoulder Pads are made from highest quality materials with the fine care and design that distinguishes custom tailored clothes.

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SEELY creator of Shoulder Fashions
265 West 40th Street, New York 18, N. Y.

Homebodies

3945

3875

3945 — A wrap-around dress to wear for household duties. Note the neckline, cap sleeves for flattery. 12½-24½, 35c.
3875 — A housedress with heartshaped bodice and wide straps for brief sleeves — all made gay with ric-rac. Note the ever useful pockets. 12-44, 35c.

4015

4015 — Here's a dress to wear to market as well as into the kitchen. It wraps 'round to tie center front and has two roomy pointed pockets. 12-42, 35c.

4039

4039 — A wrap-around housedress with high fashion touches: a diagonal surplice line, back sash, and notched cuffs. There's a huge patch pocket to make it useful as well as stylish. 12-44, 35c.

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French INVISIBLE REWEAVING
FREE

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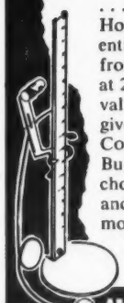
FREE TO HOME SEWERS

AMAZING NEW SKIRT MARKER



. . . when you join the Sew-At-Home Club. Club membership entitles you to beautiful fabrics from the finest mills in America at 20% to 50% savings. ALSO valuable sewing accessories given as FREE dividends. COSTS YOU NOTHING TO JOIN! Buy as little or as much as you choose. Wide choice of fabrics and patterns available each month. Mail coupon today for full details PLUS free fabric swatches.

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Apron Grab Bag

On this page we offer further proof that aprons are fun as well as practical. Different aprons serve different moods, so be sure to make plenty of varied styles to have on hand.

3718

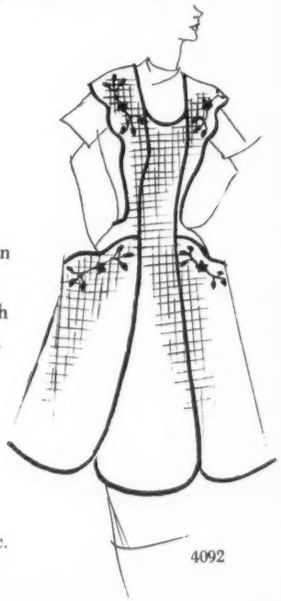
3717

3718 — Our Simple To Make apron to tie snugly around your waist when supper's on the way. The talking point: two huge pockets with flaps; one on each hip. One size. 25c.

3717 — A coverall apron to make light of household chores. A sash marks the waist, and there are cap sleeves and, of course, pockets. 12-44, 25c. All Simplicity Patterns are printed.

With the current emphasis on style for a purpose, aprons are very much in the limelight. No need to pull out an old rag when yon need an apron; there are many designs becoming to you.

4139



4092

4139 — Mother-daughter apron set in one size, pretty enough for holidays and all manner of gala occasions with three pockets for stashing stray gear. The transfer comes with it. 35c.

4092 — Our scoop-neck apron with pretty sculptured bib and panelled skirt. The gay piping in slimming lines complements the vivid floral decoration. 32-46. With transfer, 35c.

WISS *introduces*

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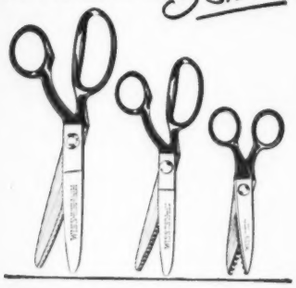
newest addition to the world-famous line of **WISS** *Pinking Shears*

$4.25

Wonderfully versatile, these new lightweight Pinking Shears by Wiss! Easy to use in either right or left hand—only 5½" overall—they give a ravel-free finish to the widest range of fabrics in both single and multiple thicknesses. You'll love them too for the dozens of decorative effects they help you achieve, economically. Ask to see the Junior Pinker and other larger-size Wiss Pinking Shears in the Notions Department nearest you. Send 10¢ for your copy of "How you can do it with Wiss Pinking Shears." Department S-1.

Now available in 3 SIZES!



9" Model C, favorite with professional sewers $7.95 and $8.95.

7½" Model C, for all home sewing $6.95 and $7.95.

5½" Junior Model C as described $4.25 and $4.75.

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Petticoat Props

Under every full skirt in this issue there is at least one crisp petticoat. With a little care on your part they will live a long outstanding life.

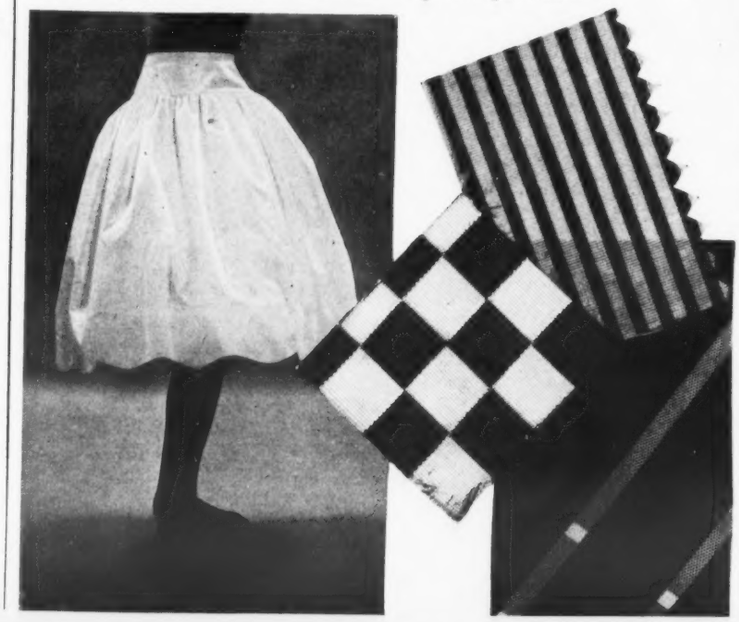
One of the most important things to consider in choosing a petticoat is the shape of the dress you will wear with it. For a gored skirt, especially for a suit, make a gored petticoat (Simplicity 3766, sizes 11-18, 35c, not shown). Then for a full gathered skirt use the Simplicity Pattern 3774, waist sizes 24½ to 30, 35c, shown above. For almost any other dress the full petticoat dropped slightly from a yoke is perfect, since it minimizes the waist and yet gives you the bell silhouette. The one shown below has a scalloped bottom and is Simplicity Pattern 3739, Junior and Misses sizes 11-18, 35c.

A very good solution for extra stiff underpinnings is to use patterned rayon taffetas, as shown in tartan plaids, satin stripes, pin stripes or checks, and line them with crinoline. For the full waist-gathered skirt you can put a crinoline band around the bottom. But these stiff taffeta petticoats will only hold their body if they are cleaned — never washed.

For making a plain crinoline which you will want to wash we suggest "Crinolast" which will retain its original crispness after washing or dry cleaning.

To make your cottons stand out, we've experimented with a plastic starch called "Prox", which when used cold without water in several layers does give these a good body.

You'll find that even your old clothes look new when propped up with petticoats.



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No wonder *Super-Soft* Dr. Scholl's Zino-pads — the *super-fast* relief — are the world's largest selling foot aids, for no other method does so many things for you. So, for the utmost in value and satisfaction, insist on Dr. Scholl's! At Drug, Shoe, Department and 5-10¢ Stores.

Dr. Scholl's Zino-pads

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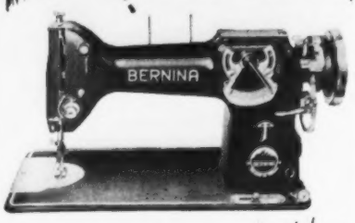

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Doll Clothes are Simple-to-Make, too

An easy-to-sew coat and tam in wool flannel trimmed with gray fake fur. The outfit is one of five in a Simple-to-Make doll's wardrobe. Simplicity 4128. 35c.

Most little girls first learn to sew out of a desperate need for doll clothes. Now for the very first time, just as Spring approaches, there is a whole wardrobe of Simple-to-Make clothes pretty enough to delight any doll's heart. They are so easy to do that any seven-year-old can tackle them with both assurance and success.

An especially appealing idea to most young girls would be to have their dolls in dresses just like their own. Mother's scrap basket will probably yield enough fabric, and we list suggestions here of real patterns to go with dolly's.

The wardrobe is designed to fit the Toni doll but will suit any little girl doll from 14 to 23 inches tall. It consists of a coat, two dresses, lounging robe, and a very frilly, lacy nightgown. All of the clothes are included in one pattern, Simplicity 4128. 35c.

The coat and tam (above) have only the minimum number of seams to stitch. Perhaps Mother will help sew the fake fur trimming and pom-pom. A coat for a little girl like it is Simplicity 3697, sizes 7-14. 35c.

For parties and afternoon visits there is a pretty puffed-sleeved dress with shoulder bows and big bow sash. It will be very fetching in a dark winter gingham and can be teamed to Simplicity 3959, sizes 7-14, 35c, for the child.

Fluffy, soft terry cloth robes with heart shaped pockets and bright red piping will make bedtime more fun. Make a robe for the little girl from Simplicity 3988, sizes 7-14, 35c. With the addition of the heart pockets on the little girl's robe, the two will look just alike when they say good-night. Sleepy-time gowns with lace or eyelet trimming can be made to match too. The version to make of flowered dimity for the young miss is Simplicity 3724, sizes 7-14. 35c.

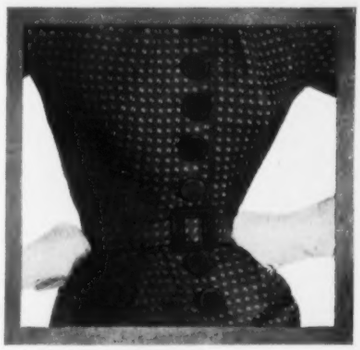
A Simple-to-Make dirndl skirt, a good beginning project for sewing, can be made by the little girl for herself and her doll. The little girl's full skirt is Simplicity 3874, sizes 7-14. 25c.

Perhaps the five different outfits for a doll's wardrobe would be the answer for a birthday present for your favorite member of the younger set. Another gift idea is to make a coat or dress for your young friend and present her with the extra fabric for a garment to match for her doll. If she's been introduced to sewing she'll like the idea of putting her talent to work on a doll's wardrobe.

Little girls are quick to lose interest in sewing, so be sure to give them fabrics that are extra pretty to work with.

So much fashion

in so little time...



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25¢ a card in various sizes and styles at button or notions counters everywhere. (Slightly higher in Canada)

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FREE: INSTRUCTIONS for making original-design cinch belts! Send self addressed stamped envelope (4" x 9") to Dept. 13

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WIDDER loomed
of acetate and silk
12 colors,
48 inches wide

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Enclosed is 25c. Please send me the "Legend of Silk"
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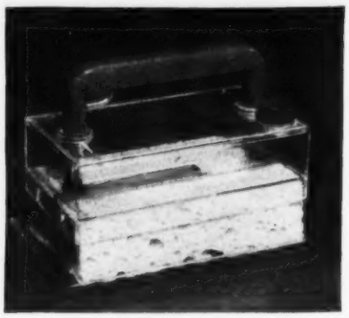
SPB-SP/53

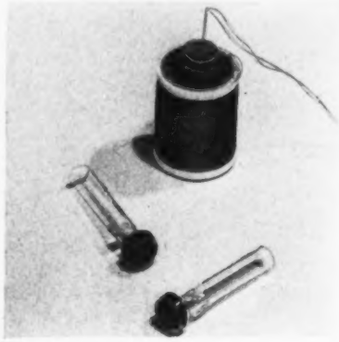
Sewing Circle

Press it with pleasure with this light-hearted new Automatic Pressing Sponge by David Traum. There's no dripping sponge to lift or bowl to fall to the floor. Made entirely of clear plastic, except for its comfortable red grip handle, it's easy to fill. The trigger arrangement releases just enough water to properly dampen the sponge and there's no danger of fabric stain. The sponge is easily replaceable and the whole thing rests neatly in its own clear plastic tray when not in use. $1.98 at stores throughout the country.

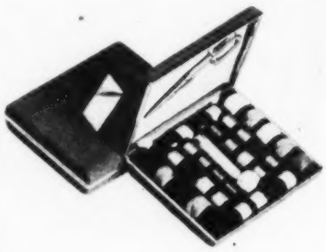


Here's a new fabric mender that needs no ironing. To mend a hole, trim the edges, fill it with a piece of spare fabric clipped from a seam, apply Johnson's Magic Fabric Mender to the back of the section to be mended and to another piece of material, cut with rounded edges. This doesn't have to match but should be of lighter weight than the fabric being mended. Finger-tip pressure will do the trick and the mend is washably permanent on any material; wool, silk, cotton, fur, leather, anything. To remove the patch, use any flat instrument. There'll be no trace of its ever having been applied. It does not stain or stiffen the fabric. $1 at stores throughout the country or write to Mr. J. C. Lackore, Johnson Products Co., 5350 B'way, Chicago 40, Illinois. $1 postpaid.

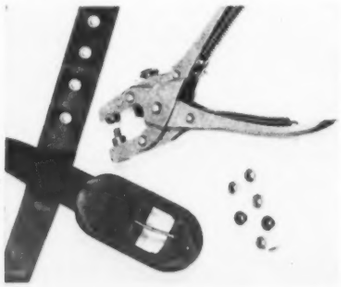
Here's a nifty gadget by John Dritz to keep your needle where it belongs. The needle cushion fits any spool, cannot slip, and once your needle is safely stuck inside you can't prick your finger. When the spool is gone you simply remove the cushion and put it in another spool. 3 for 25c at notions counters everywhere.



Here's a necessity with luxury features! Belding Corticelli's Signature Sewing kit is a sturdy metal snap-hinged case covered with red or navy crepe. There's a gold-plated plaque on the cover just asking for a name or initials, and inside you'll find a complete assortment of cotton, silk, and darning threads as well as needles, scissors, and a thimble. About $2.95 at notions counters everywhere.



Belt it professionally with this eyelet plier punch. It punches the hole, sets and centers the eyelet in one operation in any fabric belt. Complete with directions and 300 metal eyelets by writing to Newark Dressmaker Supply Co., 671 Broad St., Newark, N. J. $3.99 postpaid.



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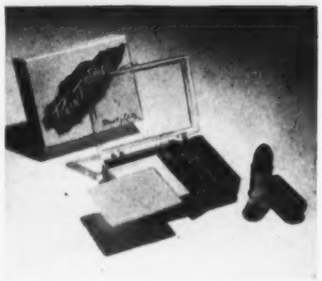
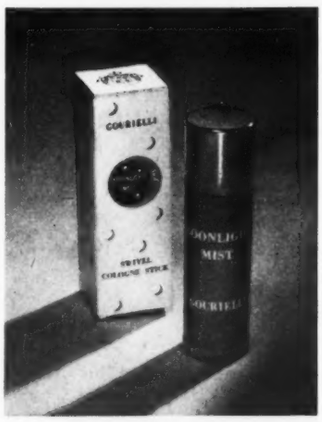
Beauty Notes



Short cut to an artistic self-portrait. Dorothy Gray's plastic Paint Box to highlight your complexion and your wardrobe. Two lipsticks to go with different color schemes and "Sheer Velvet" — a combination foundation and powder makeup are inside. $1.25 plus tax.

Revlon's "White Sable" cleansing cream in a pretty pink squeeze bottle. This delicate white cream is designed to be good to all types of skin. Containing no soap or waxes, it loosens the dirt, promotes healing and normal skin functioning. $1.50 plus tax.



Gourielli's "Moonlight Mist" a solid cologne that turns on a swivel just like your favorite lipstick. Slip it into your purse. It can't spill and it smells delicious. $1.50 plus tax.

A breath of Spring for your closet—Mary Chess' hat stand sachet of ivory taffeta with a delicate design of pastel flowers. In a variety of sweet fragrances. $3.50 plus tax.

Helena Rubinstein's "Wave Sheen Cream" — a new hair groomer which conditions the hair, restores lustre and acts as a wave set all at once. As you set your hair you rub a little of the cream between your hands and smooth it over the hair. Your set should take better with a softer curl. A little every day is especially good for damaged, brittle hair. $1.50 plus tax.

This powdery-pink little disc is a special dry-method formula for removing those pesky hairs that show up from time to time on your face. It's Bellin-Wonderstoen's special Stoen for the face and it's very easy to use. Rough up the Stoen with the enclosed emery board, tighten the skin, and gently erase the unsightly fuzz. There will be no stubbly regrowth. $1.25. No tax.

We all use Tampax of course

"Such a big difference!" What a contrast between *Tampax* and the outside kind of sanitary protection you are accustomed to! Tampax is many times smaller and is worn internally and therefore needs no belts, pins or other supports to keep it in place. It's perfect!

"So ingenious" The doctor who invented Tampax certainly gave us an ingenious product. Pure surgical cotton gives reliable absorption and the Tampax comes in slender applicators for convenient insertion. You can't even feel the Tampax when in place. (And disposal is *so* easy.)

"Daintiness plus" There's no odor with Tampax because it's worn internally. And if you're a girl who is careful about her silhouette (about bulges and edge-lines "showing through" a close-fitting skirt or dress) you'd better investigate Tampax right away.

"Gives me confidence" Wearing Tampax gives me greater confidence than I've ever had, socially and at my job. I don't feel conspicuous on "those days." I know that "nobody knows" . . . Sold at drug and notion counters in 3 absorbencies—Regular, Super, Junior. Month's supply goes into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

Accepted for Advertising by the Journal of the American Medical Association

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Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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Now! Two-Tone Lace by

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It's new! It's beautiful! Imagine Lace in red and white, black and white, brown and natural — you can choose from 10 charming color combinations! And the best part of all — it's washable and popular priced! Ask for this new MANDELACE at your favorite Lace counter.

For complete information about Lace—the world's most cherished fabric—send 10¢ for a colorful booklet featuring strange facts about lace, types of laces and embroideries, uses of laces and sewing hints.

Write for the store nearest you carrying Mandelace,

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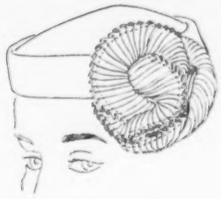
Costumakers BUTTONS
"THAT ARE MORE THAN BUTTONS!"
LIDZ BROTHERS, INC., 250 W. 36th ST., N. Y. 18

Ribbon Ideas



The lines of a classic hat are smartly enhanced by an ample cockade of Martin's well pleated grosgrain ribbon sewn in two thicknesses

An airy net stole for filmy evening elegance. The graceful curved accents are permanently pleated ribbon — as is the pretty binding

The smartest of dickies to grace your tailored suit — it's all done with varied widths of Martin's grosgrain ribbon. For instructions send a self-addressed stamped envelope to: RIBBON CRAFTS, Simplicity Pattern Book, 200 Madison Avenue, New York 16, N.Y.

Color – For Your Hair

Newest addition to the cosmetic art is the science of hair coloring. We use the word "science" because tinting is no longer the secret refuge of the gray-haired, but a perfected beauty routine, along with the permanent and the manicure.

All haircoloring leaves the hair naturally lustrous, soft, pliable, and easy to care for; but whereas a dye or tint merely colors, a color shampoo, like Roux, colors, conditions, and cleanses in one operation.

Coloring products, in general, are divided into three series: the drabs with no hint of red or gold, the reds and golds, and a number of brighter, lighter shades. Sample swatches are made on pure white hair, so if your hair is gray or partly gray, you will need a shade one or two tones lighter than your ideal to achieve the results you want.

Although home treatment is entirely possible, experts advise a beauty parlor for the first hair coloring. An experienced operator will help you choose a good product and the proper shade. Before he starts to tint your whole head he'll test to be sure you're not allergic to the coloring, and tint a single strand to see if the shade is right and how long to leave it on. For best results, be sure to tell him if you've bleached or dyed your hair before.

After your first treatment you will need a retouch every four to six weeks to color new hair as it grows in. This is done with a brush and care must be taken to prevent overlapping with hair previously tinted. Meanwhile your hair is geared to all the new Spring shades and looks, acts, and feels like hair which has never been colored. The color won't wash out through shampoos, settings, or permanents and there's no worry about sun, salt water, or perspiration.

If you'd like to know more about hair coloring, write to Roux, Dept. S.P.1 1841 Park Ave., N. Y. 35, N. Y. for their free booklet "You and Your Hair Color." Enclose a lock of hair cut close to the scalp, tell them what shade you want, and they'll tint it and send it back to you at no charge.

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